Newsletter retargeting is effective due to its ability to ensure greater brand entrenchment by placing your company’s message up front and center. Through newsletter retargeting of the HCAOA eNewsletter, readers help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching active industry leaders who read their most trusted industry resource!

**MONTHLY**
- 1 Month
- 150,000 Impressions
- 2 Advertisers Max
- $3,000

**QUARTERLY**
- 3 Months
- 450,000 Impressions
- 2 Advertisers Max
- $8,000

**BENEFITS:**
- Campaign Set Up Fee WAIVED
- Targeted HCAOA Member Audience
- Free Creative Services
- Mobile Optimization
- Reporting Upon Request

**HCAOA eNewsletter Metrics:**
- Average Subscribers: 4,000
- Average Open Rate: 30%

**HCAOA Member Information:**
- Over 3,000 home care agencies across the country that employ more than 500,000 caregivers across the U.S.