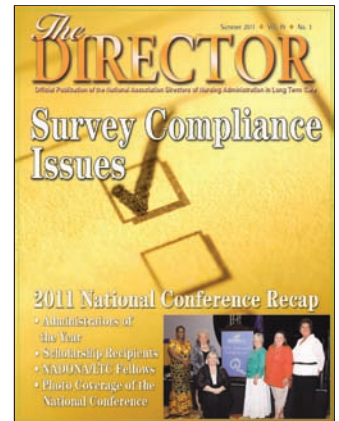


ADVERTISING INFORMATION
MEDIA KIT

The DIRECTOR



The official publication of The National Association Directors of Nursing Administration in Long-Term Care (NADONA/LTC)

The Director is the official publication of NADONA/LTC and is mailed to over 20,000 directors and managers of nursing, nursing vice presidents, advance practice nurses and other nursing professionals that are key decision-makers within their facilities.

NADONA/LTC Mission

NADONA's mission includes the development and promotion of ethical principles and practices within the Long Term Care Continuum; service to those who work in the Long Term Care Continuum; and promotion of quality of care for those individuals in the Long Term Care Continuum. NADONA's programs support its mission and those who work for or on behalf of NADONA understand and abide by its mission and purposes.

Facts on Directors of Nursing (DON)

- The DON is the primary contact with family and caregivers.
- Many DONs have responsibilities in skilled nursing facilities, assisted living facilities, and other long-term care settings.
- Most DONs have a broad range of responsibilities including personnel and staffing, staff development, infection control, in-service coordination, corporate compliance, central supply, MDS coordination, and management of controlled drug destruction.

NADONA/LTC History

Since 1986, we have been THE leading advocate and educational organization for DONs, ADONs, and RNs in Long Term Care (LTC). NADONA/LTC was founded by dedicated LTC professionals, and our board of trustees still consists of LTC professionals. We understand your daily challenges, and are here to provide you with the tools you need for professional success.

1986	NADONA/LTC founded in St. Louis, MO with 40 original members from 13 states	1997	www.nadona.org is launched Academy of Fellows established
1987	Nationally-recognized NADONA/LTC Certification Exam is created – by DONs, for DONs First national conference held in Orlando, FL	2000	Circle of Excellence established
1991	NADONA/LTC's first scholarship is awarded at annual conference	2003	Membership reaches 5500, representing 30 states and Canada
1993	Debut of <i>The Director Journal</i>	2003	Launch of online certification program NADONA/LTC Online University is founded
1996	Debut of Standards of Practice For Directors of Nursing	2007	Advancing Excellence in America's Nursing Homes Campaign
		2012	25th Anniversary National Conference
		TODAY	Members can now access numerous professional educational offerings 24/7/365, with three certification programs available

For additional information contact:

Layne Oliff

908.709.8080 p

908.709.0060 f

layneo@maturehealth.com

Advertising Options

The DIRECTOR

In 2011 *The Director* will offer discounted ad rates and complimentary web advertising for those ads that run in 2-4 issues! In addition NADONA/LTC Corporate Patron Sponsors receive a 10% on single ad insertions. More information is noted on the insertion page.

For more information and to discuss this potential opportunity, please contact Layne Oliff, MatureHealth Communications, 908-709-8080 or layneo@maturehealth.com. MatureHealth Communications is coordinating this program on behalf of NADONA/LTC.

The Director Editorial

The Director is a quarterly, peer-reviewed journal which is the leading journal dedicated to directors of nursing administration in long-term care settings such as skilled nursing facilities, assisted living facilities, and day care. Other readers include other nursing disciplines such as staff nurses, nurse aides, and advanced practice nurses. *The Director* publishes practical, patient-care articles that can be used to improve the quality of care within LTC. *The Director* and NADONA/LTC are committed to improving patient and resident care through education and professional development.

Clinical topics published in *The Director* include:

- Dementia and Alzheimer's disease management
- Behavioral management issues
- Nutritional support
- Osteoporosis and bone diseases
- Falls prevention and management
- Central nervous system diseases

The Director also focuses on psychosocial, facility, and personnel management issues including:

- Working with family caregivers
- Employee retention and motivation
- Survey preparation and implementation
- Safety programs for facilities
- Quality improvement programs

The Board of Directors for NADONA/LTC provides guidance for publication content.

Special Sections and Issues

Selected issues of *The Director* includes the Product Mall that highlights new and interesting products that may be of interest to subscribers. In 2012 *The Director* will also publish a Buyer's Guide. This issue will be mailed to key decision-makers in long-term care settings.

Please contact NADONA/LTC for information on having your product, service, or company listed in the Product Mall and/or Buyer's Guide.

Advertising is also available on the NADONA/LTC website to supplement existing journal advertising.

The Director Circulation

The Director reaches over 20,000 people. The majority are directors of nursing administration, with other nurses including disciplines such as staff nurses, nurse aides, and advanced practice nurses.

In 2010 an interactive, online version of *The Director* was launched. This can be viewed at the NADONA/LTC website, www.nadona.org.

The Director is also available for purchase on the NADONA/LTC website at www.nadona.org.

2011-2012 Publishing Schedule

Issue Date/Theme	Space Closing	Material Due	Mailing Date
Autumn '11 (Vol 19, #4) Infection Control and Management	September 16, 2011	October 3, 2011	November 15, 2011
Winter '12 (Vol 20, #1) Federal & State Initiatives and Buyers Guide	December 30, 2012	January 3, 2012	February 17, 2012
Spring '12 (Vol 20, #2) Transitions and Quality of Care	March 25, 2012	April 4, 2012	May 13, 2012
Summer '12 (Vol 20, #3) 25th Anniversary National Conference!	May 1, 2012	May 10, 2012	June 14, 2012
Autumn '12 (Vol 20, #4) Personnel and Human Resource Issues	September 3, 2012	September 21, 2012	October 25, 2012
Winter '13 (Vol 21, #1) Update on New Technologies and Buyers Guide	December 10, 2013	January 7, 2013	February 8, 2013

Closing date schedule is subject to change.

The DIRECTOR

Offering discounted rates for multiple insertion orders!

Frequency Rate, Insertion Issue and Ad Type *Please select frequency and size (Journal trim size 8.375" x 10.875")*

2 PG SPREAD (16" X 10")

1x (\$5,426)** 2x (\$5,157) 3x (\$5,065) 4x (\$4,973) 3 ads for price of 2 (\$10,314)* 4 ads for price of 3 (\$15,195)*

COVER (7" X 10") (BLEED 8.625" X 11.125")

INSIDE FRONT COVER

1x (\$3,437)** 2x (\$3,348) 3x (\$3,254) 4x (\$3,165) 3 ads for price of 2 (\$6,696)* 4 ads for price of 3 (\$9,762)*

INSIDE BACK COVER

1x (\$3,437)** 2x (\$3,348) 3x (\$3,254) 4x (\$3,165) 3 ads for price of 2 (\$6,696)* 4 ads for price of 3 (\$9,762)*

BACK COVER

1x (\$3,608)** 2x (\$3,515) 3x (\$3,416) 4x (\$3,323) 3 ads for price of 2 (\$7,030)* 4 ads for price of 3 (\$10,248)*

FULL PAGE (7" X 10") (BLEED 8.625" X 11.125")

1x (\$2,983)** 2x (\$2,780) 3x (\$2,623) 4x (\$2,532) 3 ads for price of 2 (\$5,560)* 4 ads for price of 3 (\$7,869)*

1/2 PAGE HORIZONTAL (7" X 4.9375")

1x (\$1,446)** 2x (\$1,354) 3x (\$1,307) 4x (\$1,265)

1/4 Page (4.625" x 3.6875")

1x (\$905)** 2x (\$854) 3x (\$815) 4x (\$755)



Journal Trim size 8.375" x 10.875"

Bleed: 8.625 x 11.125

Live area: 8.125 x 10.375 (maximum)

*3 ads for the price of 2 (6 months complimentary web advertisement on full page ads only).

4 ads for the price of 3 (12 months complimentary web advertisement on full page ads only).

**10% discount with a NADONA/LTC Corporate Patron Sponsorship (for single ad insertions only).

Ad space for package insert or fair balance statements is not included but is available for an additional charge.

Journal Advertising Information

- Ad agencies add 15% to above rates.
- A Contract Year runs for a 12-month period from the date of original contract confirmation.
- Multiple Insertions are for the same size advertisement using same color agreement within a 12-month period from original contract confirmation.

Terms and Conditions

- A copy of the written confirmation stating size, name of the advertiser, date of publication, and position must be included with artwork.
- All artwork and payments must be received within 30 days after written confirmation has been received at the NADONA/LTC office. Delinquency will result in space in question to once again become available.
- The publisher reserves the right to reposition ad space whenever necessary with no additional cost to the advertiser.
- Receipt of an order is assumed acceptance of all rates and terms under which the advertising is sold.
- The publisher reserves the right to print the work "Advertisement" under such material that in the opinion of the publisher appears to be editorial.
- Any changes deemed necessary by the publisher for reasons involving print quality or process will be charged to the advertiser.

- All advertising must be within the publications standards. The publisher reserves the right to omit any material that in their opinion, does not coincide with these standards.
- Advertisers and their agencies agree to provide any and all permission for use of text, illustrations, sketches, trademarks or labels that are copyrighted material. Reproduction of photographs must be accompanied by permission to reprint. The publisher reserves the right to reject or omit any advertisement that fails to comply with these standards.
- It is understood that NADONA/LTC does not necessarily endorse or support advertisements that appear in *The Director*.

Payment Parameters

- All payments for advertisements are to be made in full within 30 days after invoiced date.
- Verbal reservations will be accepted through the NADONA/LTC national office only. The verbal request must be immediately followed by written confirmation (Insertion Order) within 48 hours via e-mail or fax.
- All cancellations in ad space must be received in writing 30 days prior to print date. Cancellations received after closing date are subject to a \$1,000 service charge.

The DIRECTOR

Mechanical Requirements

Electronic Digital File:

- Adobe Acrobat PDF file: Save as composite CMYK and print quality (High Resolution). When creating your PDF file please make sure you are embedding all fonts being used with the ad. Bleed ads must include .125 bleed on all sides that bleed. Crop marks must be included for all ads including those that bleed.
- A color proof is required for color ads not saved as PDF. Standard Web Offset Printing (SWOP) specifications preferred. *The Director* cannot accept responsibility for final printed color and content. If you don't have art saved electronically, send good quality artwork (300 dpi) or proof to be scanned (please send layout and indicate size & position). Please note that ads containing halftone images will not reproduce like supplied art.

On-Line Advertising Specifications

- All creatives sent via tags have no file size limit.
- Prior to submission, creatives should be tested for stability across all browser platforms.
- 30-second maximum for any animation.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.
- Up to 2 additional loads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- All creative is subject to approval by both the website and the ad production group.

Rich Media Guidelines

- Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, defined as click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls, unless otherwise approved by the website. Embedded video must be hosted and served by the advertiser.
- The Flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.
- There is a three loop maximum for Flash ads.

The Director
NADONA/LTC Reed Hartman Tower
11353 Reed Hartman Highway, Suite 210
Cincinnati, Ohio 45241



For additional information contact

Layne Oliff

908.709.8080 p

908.709.0060 f

layneo@maturehealth.com