# MARKETING 2027 GUIDE












PRINT | DIGITAL | CONFERENCE | SPONSORSHIP | EXHIBIT

NATIONAL COMMISSION
ON CORRECTIONAL HEALTH CARE

NCCHC.org

## Table of Contents


Conference Exhibits. . . . . .4

Conference Sponsorship. . . . . .5

Conference Program Advertising. . . . . 6-7

Web Retargeting. . . . . 8-9

CorrectCare Extra Digital E-Newsletter . . . . . .10-11

CorrectCare magazine. . . . . .12-14

Mail List Rental. . . . . 15

Journal of Correctional Health Care . . . . . 15

NCCHC Foundation . . . . . 16

NCCHC Foundation Career Center. . . . . 17


# Tap Into NCCHC's Audiences: Our Constituents, Your Customers

Nearly 1.9 million people are incarcerated in the United States—and many have greater health needs than the general population. Meeting those needs requires skilled professionals, innovative solutions, and efficient use of limited resources. The demand for effective medical and mental health care in corrections has never been greater.

That's where NCCHC comes in. Correctional health professionals and administrators trust us as the go-to source for improving care delivery and outcomes. They turn to our conferences, exhibit halls, publications, and website to discover products, services, and strategies that truly work.

The NCCHC Marketing Guide is your roadmap to connecting with this highly targeted, results-driven audience. It offers proven ways to:

- Reach key decision-makers and purchasers
- Market directly to correctional health professionals
- Build brand recognition by showcasing your solutions

If you don't see the perfect fit in our Guide, we'll collaborate with you to create a custom marketing strategy that meets your goals and budget—whether that's advertising in our publications, exhibiting at our conferences, leveraging our mailing list, or combining options for maximum exposure.


**We can help you build your business! Contact:**
Mary Mac Kinnon, Exhibits & Sales Manager
National Commission on Correctional Health Care
1145 W. Diversey Parkway, Chicago, IL 60614
Tel: 773-880-1460, ext. 298
**sales@ncchc.org**




# Your Product + Our Constituents = Success

**The NCCHC sales team can put together a comprehensive package to help grow your visibility and increase your business. Exhibition packages, sponsorship opportunities, and a solid advertising program can make a real difference in reaching decision makers in the field.**

## Sought-After Products

A microcosm of the health care system at large, correctional health care encompasses infectious disease, chronic illness, dental care, mental illness, substance abuse, health education, and more. NCCHC constituents are seeking products in the following areas:

- Correctional Health Care Providers
- Custody Devices
- Dental Supplies/Equipment
- Diagnostic Equipment/ Services
- Educational Materials/ Training Resources
- Emergency Preparation Supplies
- EMR/Health Record Technologies
- Financial/Legal Services
- Hearing Aids/Devices
- Infection Control
- Medical Devices, Supplies, Equipment
- Medication Dispensing Systems
- Mental Health Services
- Opioid Treatment Services
- Patient Well-Being Services and Devices
- Pharmaceuticals
- Pharmacy Services
- Physical Therapy
- Prerelease Program Providers
- Recruitment and Staffing Services
- Software/Technology
- Telehealth/Telemedicine
- Uniforms/Scrubs
- University Programs
- Vision Services, Supplies
- More

## Multidisciplinary Audience

NCCHC maintains an extensive database of professionals who work in the field of correctional health care.

- Counselors
- Dental directors
- Directors of nursing
- Health educators
- Health services administrators
- Medical directors
- Mental health directors
- Nurses
- Nurse practitioners
- Pharmacists
- Physician associates
- Physicians
- Psychiatrists
- Psychologists
- Sheriffs
- Social workers
- Therapists
- Wardens

**Number of incarcerated individuals**

**1.9 million**

**Size of prison health care market**

**$13 Billion**

## Reach the Entire Field

NCCHC programs attract health care professionals who work in every segment of the correctional system.

**Jails**
**Prisons**
**Juvenile detention/confinement facilities**
**Federal agencies**
**State DOC/agencies**



# Conference Exhibits

## Gain visibility, New Connections, and New Business

The professionals who attend NCCHC conferences are the leaders and hands-on practitioners in the field. As an exhibitor, you have an unparalleled opportunity to help them find new ways to provide high-quality care.

Each year, conference surveys show that attendees place a high value on the time they spend in the exhibit hall. They come looking for ways to improve health services in their facilities, and they want to forge solid relationships with the companies they select.

NCCHC conferences are the ideal venue for your company to build recognition and relationships with these important contacts.

### Spring Conference on Correctional Health Care

**April 3-6, 2027**

**Sheraton San Diego Resort**

With nearly 1,000 attendees and 75 exhibitors, the Spring Conference is a major event for correctional health professionals. Participants come to advance their knowledge, earn continuing education credit, network, and investigate products and services. Includes 3 exhibitor registrations.

**$2,500 standard / $3,100 prime**

### Correctional Mental Health Care Conference

**August 1-3, 2027**

**JW Marriott Indianapolis**

This event focuses on helping health professionals and administrators address the many challenges of providing care to the growing population of incarcerated patients with mental illness and substance abuse problems. Includes 2 exhibitor registrations.

**$1,900 for a tabletop exhibit**

### National Conference on Correctional Health Care

**October 30-November 3, 2027**

**Georgia World Congress Center (Atlanta)**

This high-profile conference is unequaled in the quality and breadth of its education and its attendees, attracting as many as 1,500 professionals for five days of high-intensity programming, abundant networking, and, with 100 exhibitors, the largest in this field. Includes 3 exhibitor registrations.

**$3,000 standard / $3,600 prime**

**The country's largest gatherings of correctional health professionals!**

> **"This was by far one of our best conferences ever. The Headshot Photo Studio was definitely one of the conference's many highlights. It was nice to be recognized repeatedly for our sponsorship. We don't receive that same level of recognition from other associations during conferences."**
>
> *Rachael A. Campbell*
> *Vice President of Administration*
> *Correct Rx Pharmacy Services, Inc.*

**What Are Attendees Looking For?**

**88% visited the exhibits** two or more times!
**78% are looking** for new products and services!
**49% want to meet** with current suppliers!

***Source: Spring Conference 2026***

**Attendees Are Decision Makers With Authority**

Nurses/NPs **21%**
Executive Leaders **14%**
Administrators **11%**
Physician/PA **6%**
Mental Health **6%**
Custody/LEO **2%**

***Source: Spring Conference 2026***

# Conference Sponsorship

## EXPAND YOUR REACH Through Sponsorships

Maximize your exposure by sponsoring sessions and events at NCCHC conferences. As a sponsor, you'll enjoy recognition through signage for your booth, sponsor ribbons, high-profile acknowledgment in the program, and more.



### Educational Support

NCCHC education experts assemble high-level conference speakers and sessions that provide continuing education credits valued by attendees. Your sponsorship can support speakers and make the session possible while providing high visibility for you. Or how about a well-known national keynote speaker? You can help us start the event with a WOW!

### Product Theater

Providing a health care expert to address the audience is a unique visibility opportunity for your company where you control the content … and offering a meal or refreshments guarantees a great crowd.

### Exhibit Hall Luncheon/Welcome Reception

Get attention in the Exhibit Hall with the welcome reception or lunch. Attendees love this amenity.

### Refreshment Breaks

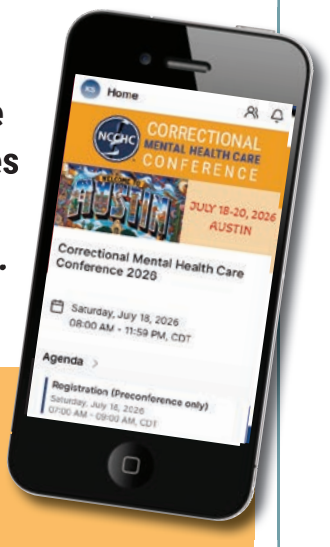
Coffee breaks, snacks in the afternoon, continental breakfast to start the day off right – we can put together delicious, cost-effective options.

### Additional Sponsorships

More opportunities are available for special receptions, conference padfolios, show bags, lanyards, key cards, hall banners, aisle signs, photo studio, and more!

## Conference Mobile App

**Connect with attendees through sponsorship of the NCCHC conference app. Put your name in front of attendees every time they check their phones.**




go

**At the 2025 National Conference attendees used the app 11,875 times**

## Webinar Sponsorship

**Sponsoring an NCCHC educational webinar is a great way to get your name in front of potential customers – they can tune in right from their home or workplace. Free webinars attract up to 1,000 participants!**

Call NCCHC today at **773-880-1460, ext. 298,** or email **sales@ncchc.org**!

# Conference Program Advertising

## Decision-makers know that NCCHC conferences are the place to be!

Conference programs are posted on the conference website, increasing your exposure exponentially!




### Preliminary Program

An ad in the Preliminary Program delivers your message to more than 38,000 correctional health care professionals who are potential attendees.




### Final Program

Distributed on-site, this resource directs attendees to educational sessions, exhibit hall events, refreshments, exhibitor locations, and more. This program is an essential reference during and after the event.

## PRODUCTION SCHEDULE AND AD RATES*

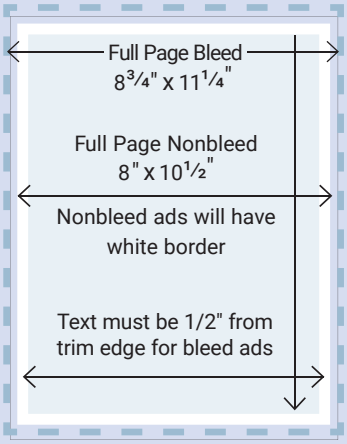
| Full page color only | Exhibitor Rates Regular | Exhibitor Rates Premium* | Nonexhibitor Rates Regular | IO/Art Due | Distribution |
|---|---|---|---|---|---|
| **Spring Conference on Correctional Health Care:** April 3 – 6, 2027 | | | | | |
| Preliminary Program | $1,750 | $2,275 | $2,100 | December 18, 2026 | January 2027 |
| Final Program | $1,750 | $2,275 | $2,100 | February 19, 2027 | April 3, 2027 |
| **Correctional Mental Health Care Conference:** August 1 – 3, 2027 | | | | | |
| Preliminary Program | $1,300 | $1,700 | $1,700 | March 26, 2027 | April 2027 |
| Final Program | $1,300 | $1,700 | $1,700 | June 11, 2027 | August 1, 2027 |
| **National Conference on Correctional Health Care:** Oct. 30 – Nov. 3, 2027 | | | | | |
| Preliminary Program | $1,750 | $2,275 | $2,600 | May 21, 2027 | June 2027 |
| Final Program | $1,750 | $2,275 | $2,600 | September 15, 2027 | October 30, 2027 |
| **Conference Bag Insert** | **$1,000** *($500 with purchase of a program ad)* | | $2,200 | | |

*Premium placement includes Inside Front Cover, Inside Back Cover, Facing Schedule, and Facing Floor Plan. Sold on a space-available basis.

## AD SPECIFICATIONS

- Conference programs run full-page ads only.
- Full page bleed size: 8¾" x 11¼"
- Full page nonbleed size: 8" x 10½"
- Ads must be submitted designed, sized, and print-ready.
- Adobe PDF preferred; must be high-resolution
- Nonbleed ads will have a white border.
- On bleed ads, text must be 1/2" from the edge.

### Ad Dimensions




## POLICIES

**Rates**

NCCHC reserves the right to change rates at any time and to charge a fee to make copy and design changes.

**Acceptance of Advertising**

All advertising is subject to NCCHC approval. NCCHC reserves the right to reject any advertisement not in keeping with the organization's standards.
In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless NCCHC, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

# **2027** Conference Program Advertising Contract

Company _____ Ad agency _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 6.

Authorized signature _____ Date _____

## Ad Reservations

Check the appropriate rate to indicate the ad space to be reserved. Please submit your ad to sales@ncchc.org.

| Full page color only | IO/Art Due | Exhibitor Rates Regular | Exhibitor Rates Premium | Nonexhibitor Rates Regular |
|---|---|---|---|---|
| **Spring Conference on Correctional Health Care:** April 3 – 6, 2027 | | | | |
| Preliminary Program | 12/18/26 | ○ $1,750 | ○ $2,275 | ○ $2,100 |
| Final Program | 2/19/27 | ○ $1,750 | ○ $2,275 | ○ $2,100 |
| **Correctional Mental Health Care Conference:** August 1 – 3, 2027 | | | | |
| Preliminary Program | 3/26/27 | ○ $1,300 | ○ $1,700 | ○ $1,700 |
| Final Program | 6/11/27 | ○ $1,300 | ○ $1,700 | ○ $1,700 |
| **National Conference on Correctional Health Care:** Oct. 30 – Nov. 3, 2027 | | | | |
| Preliminary Program | 5/21/27 | ○ $1,750 | ○ $2,275 | ○ $2,600 |
| Final Program | 9/15/27 | ○ $1,750 | ○ $2,275 | ○ $2,600 |
| **Conference Bag Insert Materials due:** | **Spring 3/19/2027<br>Mental Health 6/15/27<br>National 10/12/2027** | ○ **$1,000** *($500 with purchase of a program ad)* | | ○ $2,200 |

**Cancellation Policy**

Cancellations must be received in writing before the insertion order deadline. Cancellations received after the insertion order deadline will forfeit the total cost of ad, color and placement.

## Payment

**Amount Due:** _____

☐ Our check payable to NCCHC is enclosed. ☐ Please invoice us.

☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

**Card number** _____ **CVV** _____ Expiration date _____

Billing address (if different from above) _____

Authorized cardholder signature _____

Print name _____ Date _____

**Return to:**

NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614

Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298

# Web Retargeting

**Reach NCCHC's 307,000+ Annual Web Visitors**

## GUARANTEED DIGITAL REACH TO NCCHC ONLINE AUDIENCE

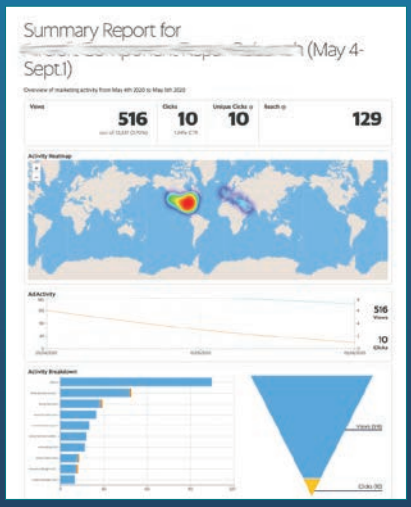
Retarget our audience of correctional health professionals with your message and exponentially increase your visibility to the RIGHT people. Our audience becomes your audience with retargeting. Access NCCHC website visitors and retarget them with your digital ads anywhere they visit online.

### Quality Audience

Don't rely on broad, generic targeting on common ad platforms. Stand out by showcasing your brand to professionals who are interested in your products and services.

### Easy to Use

You provide up to four standard digital ad sizes. NCCHC does the rest. Your ad will appear on brand-safe sites across the internet to put your message wherever our visitors go. Access real-time reports showing number of impressions, clicks, and geographical reach.




**Track Your Success With Your Personal Real-Time Dashboard**

**IMPRESSIONS | CLICKS | LOCATIONS**

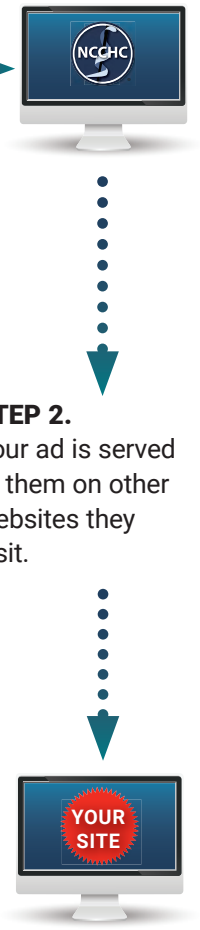
### How it Works

**STEP 1.** Prospects visit NCCHC website.




**STEP 2.** Your ad is served to them on other websites they visit.

**STEP 3.** Interested readers click on your ad and go to your site.




### Ad Specifications

| |
|---|
| .jpg or .gif static images only; no flash |
| Leaderboard 728x90 |
| Skyscraper 160x600 |
| Square 300x250 |
| Mobile (optional) 320x50 |
| URL needed. Please allow 7 days for campaign setup. |

### Choose Your Package

| Package Price | Duration | # of Impressions |
|---|---|---|
| Basic $2,500 | 3 Months | 50,000 |
| Standard $3,500 | 3 Months | 100,000 |
| Premium $5,500 | 3 Months | 200,000 |

# 2027 NCCHC Web Retargeting Advertising Contract

Company _____ Ad agency _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

I agree to the terms and conditions of this contract, including adherence to the specifications and policies.

Authorized signature _____ Date _____

## POLICIES

**Rates**
NCCHC reserves the right to change rates at any time and to charge a fee to make copy and design changes.

**Acceptance of Advertising**
All advertising is subject to NCCHC approval. NCCHC reserves the right to reject any advertisement not in keeping with our standards. The advertiser and the agency, jointly and severally, will indemnify and hold harmless NCCHC, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

**Privacy**
Individuals are not identified as all data is provided in aggregate.

**Cancellation Policy**
Cancellations must be received in writing before the campaign start date. Cancellations received after the campaign begins will forfeit the total cost of the campaign.

## Ad Reservations

Please indicate your package choice below.

| Ad Package | | |
|---|---|---|
| ○ Basic ($2,500)<br>50,000 Impressions | ○ Standard ($3,500)<br>100,000 Impressions | ○ Premium ($5,500)<br>200,000 Impressions |

Enter the exact URL where you would like to send your audience when ads are clicked.

_____

Enter the start date for your campaign. Please allow 7 days for setup. _____

**▶▶▶ Email all ad materials to Sales@ncchc.org.**

## Payment

**Amount Due:** _____

☐ Our check payable to NCCHC is enclosed. ☐ Please invoice us.

☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

**Card number** _____ **CVV** _____ Expiration date _____

Billing address (if different from above) _____

Authorized cardholder signature _____

Print name _____ Date _____

**Return to:**
NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298

# CorrectCare® Extra Digital E-Newsletter

## Two Ways to Advertise

NCCHC's new e-newsletter is designed for the way readers consume content today.

*CorrectCare Extra* is emailed to 25,000+ correctional health professionals every other week — 26 issues a year — to keep them informed of industry news and important NCCHC updates. *CorrectCare Extra* uses artificial intelligence to deliver the most pertinent news to each individual reader, based on their past newsletter reading preferences.

Advertise with an eye-catching banner ad or through a teaser linked to your own sponsored thought leadership content. **Limited to two banner ads and two thought leadership opportunities per issue!**

Reserve your space now and reach executives, practitioners, administrators, and other decision makers.

## Banner Ads

Get great visibility with an eye-catching graphic linking to your landing page or site.

## Thought Leadership Article

Promote your thought leadership with a headline and description (up to 200 characters — client provided) with a link to your landing page, and an image. Thought leadership content is subject to approval by NCCHC. Unique, non-promotional content will garner the most leads.

## Rates

### Schedule a Full Year and Save 50%!

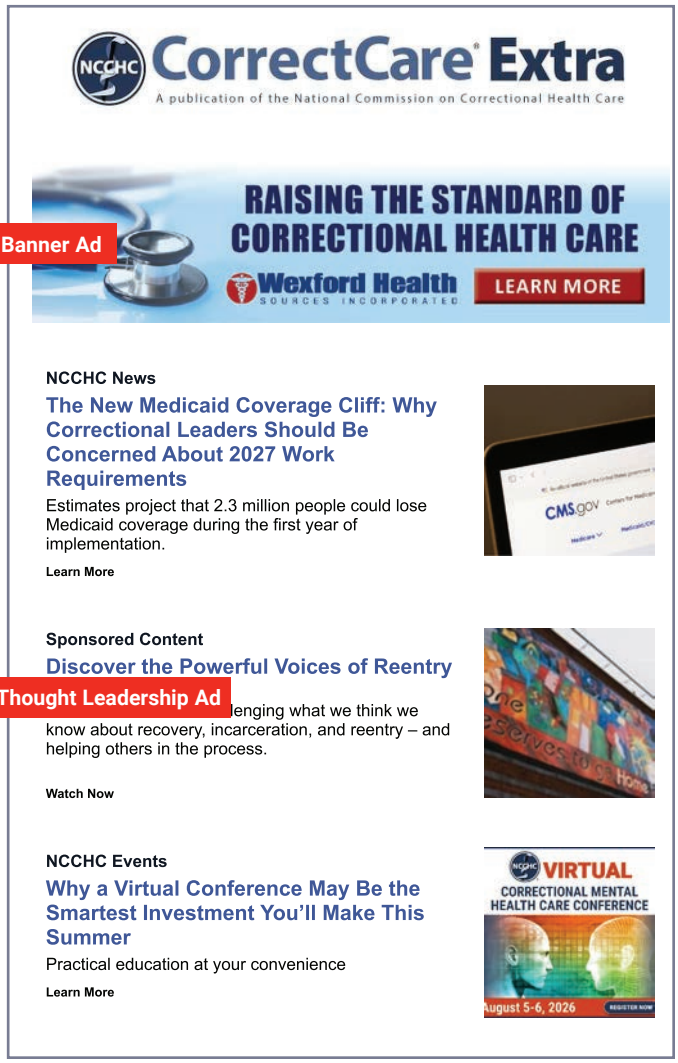
Include a mix of banner and thought leadership ads to maximize your campaign.

| | 1x | 6x | 12x | 26x |
|---|---|---|---|---|
| Banner Ad (600x150) | $1,100 | $4,950 | $8,850 | $14,300 |
| Thought Leadership Ad (250 x 250 Square or larger) | $1,300 | $5,850 | $10,450 | $16,900 |

**FANTASTIC OPEN AND CLICK RATES!**

| Total open rate: | Unique open rate: | Total click rate: |
|---|---|---|
| **69%** | **47%** | **7.3%** |

*(For 1/1/26-7/23/26)*




## SPECIFICATIONS

- **URL needed to link to advertiser's website**
- **Banner Ad Size:** 600x150 pixels.
- **Thought Leadership Graphic Size:** Square, 250x250 pixels or larger
- **File formats accepted:** JPG, PNG, GIF
- **Maximum file size:** 5MB
- **Image color mode:** RGB (not CMYK)
- **Image resolution:** 72 dpi

To maximize impact on mobile devices, keep text brief and use the largest text size possible.

**For GIFs with Animation**

- Please use slow animation (no blinking ads permitted)
- GIF must be animated; client must supply animation
- Maximum 5 layers

**Note:** Include important information in the first frame as Outlook doesn't support animated files.

**Deadline & Submission**

**Materials due** Monday prior to publication date. Published every other week on Thursday.

**For more information:** Mary Mac Kinnon, Exhibits & Sales Manager | **Email:** sales@ncchc.org | **Phone:** 773-880-1460, ext. 298

# 2027 CorrectCare® Extra Advertising Contract

**Send all ad materials to sales@ncchc.org.**

Company _____ Ad agency _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on pages 10 and 11.

Authorized signature _____ Date _____

## Ad Reservations

Place an "X" for the following options. Fill in the desired frequency.

| Ad Type | Frequency |
|---|---|
| ◯ Banner Ad | Times _____ |
| ◯ Thought Leadership Ad | Times _____ |

| | 1x | 6x | 12x | 26x |
|---|---|---|---|---|
| Banner Ad (600x150) | $1,100 | $4,950 | $8,850 | $14,300 |
| Thought Leadership Ad (250 x 250 Square or larger) | $1,300 | $5,850 | $10,450 | $16,900 |

## Policies

**Acceptance of Advertising**
All advertising is subject to NCCHC approval. NCCHC reserves the right to reject any advertisement not in keeping with the publication's standards. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless NCCHC, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

**Limit and Placement**
To provide content of greatest interest to our readers, advertising is limited to one banner or one thought leadership article link per issue per advertiser. There is no guarantee of category exclusivity, but banners or content from advertisers in the same category will not be placed adjacent to each other.

**Cancellation Policy**
Cancellations must be received in writing before the submission deadline for each issue. Cancellations received after the submission deadline will forfeit the total cost of the ad.

## Payment

**Amount Due:** _____

☐ Our check payable to NCCHC is enclosed. ☐ ACH/Wire ☐ Please invoice us.

☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

**Card number** _____ **CVV** _____ Expiration date _____

Billing address (if different from above) _____

Authorized cardholder signature _____

Print name _____ Date _____

**Return to:**
NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298

# CorrectCare®

**WITH PRINT AND DIGITAL DISTRIBUTION!**

*CorrectCare*® is the only magazine published for the correctional health field. Reach your target audience of health care professionals via this focused, trusted, and unique publication.

## Thousands of professionals rely on *CorrectCare*® for important information from a source they trust.

NCCHC's magazine reaches a broad spectrum of dedicated professionals who make and influence decisions about health care in their facility. *CorrectCare*® puts your message in front of the people who need—and want—it most.

## Readership

*CorrectCare*® is distributed for free in print (circulation 7,000) and digital (38,000) formats to Certified Correctional Health Professionals, NCCHC-accredited facilities, and other qualified recipients. According to the latest readership study, 84% pass their copy along or file it for future reference.

*CorrectCare*® is also available on the NCCHC website, where it is archived as a valued resource.

## Editorial Scope

As the voice of the preeminent organization in correctional health care, *CorrectCare*® is the most trusted and valued magazine in this field. It features news, articles, and commentary on timely and important topics. Each issue also shares news from NCCHC and its supporting organizations.

## Printed Inserts

*CorrectCare*® accepts loose and tip-in inserts of printed material. Rates and quantities for this customized service vary. Please call for details.

## Critical Issues, Valued Content

Articles in the past year included:

- Addressing Tension Between Health Care & Mental Health Staff
- Attracting and Retaining Correctional Health Professionals
- Legal Challenges in Telehealth
- The Right Ingredients: Nutrition for Detained Youth
- Transforming Psychiatric Care in the San Mateo County Jail Acute Stabilization Unit




## The One and Only

CorrectCare® is the No. 1 publication for correctional health care experts, leaders, and practitioners!

To reserve ad space, complete the order form on page 14.

# CorrectCare® Advertising

## Production Schedule

**Frequency:** Two print issues per year with additional digital distribution.

| Issue | Contract Due | Art Due | Distribution |
|---|---|---|---|
| 41-1, Spring 2027 | January 29 | February 12 | March 2027 |
| 41-2, Fall 2027 | August 13 | August 20 | October 2027 |

## AD RATES

| FREQUENCY | 1X | 2X |
|---|---|---|
| **Back Cover** | $5,000 | $4,900 |
| **Inside Cover** (Front or Back) | $4,500 | $4,400 |
| **Full Page** | $3,500 | $3,300 |
| **Half Page** (Vertical or Horizontal) | $2,900 | $2,800 |
| **Quarter Page** (Vertical only) | $2,300 | $2,200 |

## Policies

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In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless NCCHC, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

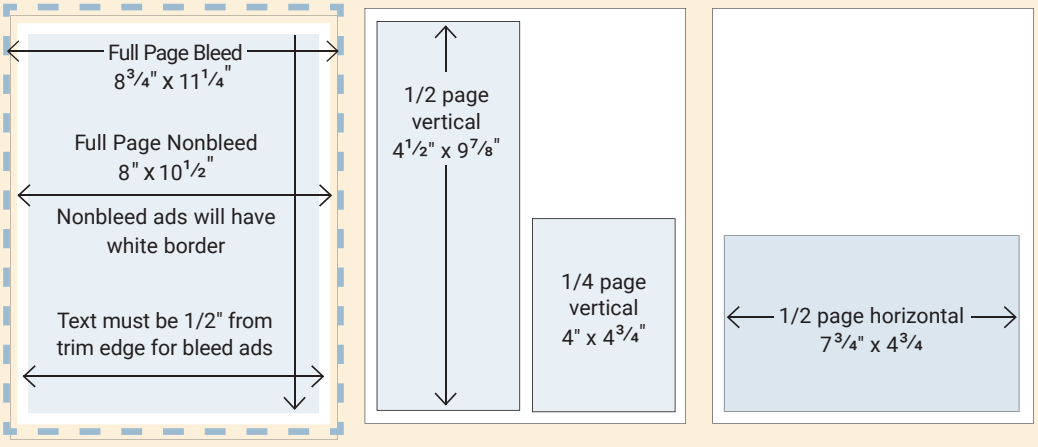
**Rates**
NCCHC reserves the right to change rates at any time, and to charge a fee to make copy and design changes.

**Cancellation Policy**
Cancellations must be received in writing before the insertion order deadline for each issue. Cancellations received after the insertion order deadline will forfeit the total cost of ad, color and placement.

## AD SPECIFICATIONS

- CorrectCare accepts full-page, half-page, and quarter-page advertisements.
- Full page bleed size: $8^{3}/_{4}"$ x $11^{1}/_{4}"$
- Full page nonbleed size: 8" x $10^{1}/_{2}"$
- Ads must be submitted designed, sized, and print-ready.
- Adobe PDF preferred; must be high-resolution.
- Nonbleed ads will have a white border.
- On bleed ads, text must be 1/2" from the edge.

### Ad Dimensions




**For more information:** Mary Mac Kinnon, Exhibits & Sales Manager | **Email:** sales@ncchc.org | **Phone:** 773-880-1460, ext. 298

# 2027 CorrectCare® Advertising Contract

Company _____ Ad agency _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____ Web _____

Product to be advertised _____

I agree to the terms and conditions of this contract, including adherence to the specifications and policies on page 13.
Authorized signature _____ Date _____

## Production Schedule

**Frequency:** Two print issues per year with additional digital distribution.

| Issue | Contract Due | Art Due | Distribution |
|---|---|---|---|
| 41-1, Spring 2027 | January 29 | February 12 | March 2027 |
| 41-2, Fall 2027 | August 13 | August 20 | October 2027 |

### Ad Reservations

Place an "X" for the following four options. **Refer to page 13 for pricing and production schedule.**

| Ad Size/Location | | Frequency | Issue |
|---|---|---|---|
| ◯ Back Cover | ◯ 1/2 Vertical | ◯ 1 Time | ◯ 41-1, Spring 2027 |
| ◯ Inside Front Cover | ◯ 1/2 Horizontal | ◯ 2 Times | ◯ 41-2, Fall 2027 |
| ◯ Inside Back Cover | ◯ 1/4 Page Vertical | | |
| ◯ Full Page | | | |

### Payment

**Amount Due:** _____

☐ Our check payable to NCCHC is enclosed. ☐ Please invoice us.

☐ Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

**Card number** _____ **CVV** _____ Expiration date _____

Billing address (if different from above) _____

Authorized cardholder signature _____

Print name _____ Date _____

**Return to:**
NCCHC | 1145 W. Diversey Pkwy. | Chicago, Illinois 60614
Email: sales@ncchc.org | Phone: 773-880-1460, ext. 298

# More Opportunities

## Promote your product or service using one of the most cost-effective marketing tools available: the NCCHC mailing list

Renting the NCCHC mailing list is an effective way to communicate with our constituents and maintain a top-of-mind presence throughout the year. Our list offers direct access to thousands of engaged correctional health professionals. Multiple selections and regular updates make it easy to deliver your message to your exact target audience and maximize response rates.




### Segments

The lists are updated continually, but here's a sampling of counts for commonly requested categories (July 2026 figures):

| | |
|---|---|
| **Total U.S.** | **93,112** |
| **Email addresses** | **66,597** |

| **Job Title** | |
|---|---|
| Nurses | 9,881 |
| Physicians | 2,593 |
| Mental Health Professionals | 1,189 |
| Administrators | 2,232 |
| Nurse Practitioners | 411 |
| Dentists | 329 |

| **Work Setting** | |
|---|---|
| Jail | 8,729 |
| Prison | 4,336 |
| Juvenile Facility | 2,759 |
| Department of Corrections | 1,411 |

| **Subgroup** | |
|---|---|
| Certified Correctional Health Professionals | 5,310 |

## NCCHC's bimonthly journal packs a **BIG impact.**

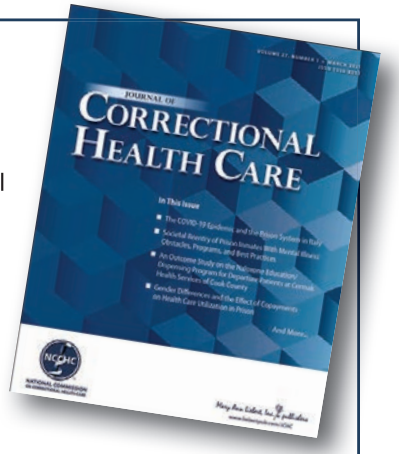
Journal of Correctional Health Care, the official journal of the National Commission on Correctional Health Care, is the only national, peer-reviewed scientific journal to focus on this complex and evolving field. It is the primary resource for the latest research and developments in this area.

**High-impact opportunities for you include:**

**Print, web, and email advertising • Educational supplements • Expert roundtables**
**Reprints • Sponsored subscriptions • and much more!**

Your message will reach a highly engaged audience of journal subscribers and NCCHC constituents, plus enjoy bonus distribution at NCCHC conferences.

For complete information and to customize an advertising strategy, contact Joann Mitchell, Senior Account Executive, at 973-464-3602 or **joann.mitchell@sagepub.com**.



# NCCHC Foundation Partnerships

## Partner with the NCCHC Foundation and Make an Impact

At the NCCHC Foundation, we offer various ways to partner with us and make a significant impact in the field of correctional health care. With a range of giving levels, there are options suitable for everyone. We welcome donations and sponsorships at any level that suits you or your organization.

| PARTNERSHIP LEVELS | | | |
|---|---|---|---|
| **Diamond Partners** | **$100,000+** | **Gold Partners** | **$10,000 - $24,999** |
| **Titanium Partners** | **$50,000 - $99,999** | **Silver Partners** | **$5,000 - $9,999** |
| **Platinum Partners** | **$25,000 - $49,999** | **Bronze Partners** | **$1,000 - $4,999** |
| | | **Supporters** | **$250 - $999** |




### SPONSORSHIP OPPORTUNITIES

**Partner with the NCCHC Foundation to strengthen the correctional health care workforce, expand access to professional education, and support the next generation of correctional health professionals.**

#### SPONSOR SCHOLARSHIPS

Invest directly in students and early-career professionals through conference and certification scholarships.

**$2,500 —** Five CCHP certification scholarships
**$3,500 —** Virtual Conference registration for 10 Scholars
**$5,000 —** 10 CCHP certification scholarships
**$10,500 —** Conference registration, airfare, and lodging for three scholars

#### SCHOLAR MEET & GREET SPONSOR — $2,000

Sponsor a 2027 Scholar Meet & Greet, connecting Foundation Scholars with mentors and correctional health care leaders. *Three sponsorship opportunities available — one at each 2027 conference.*

#### FOUNDATION BOOTH ACTIVATION/FUNDRAISER — $5,000–$10,000

Collaborate with the Foundation on an engaging attendee experience at a 2027 conference while showcasing your organization's support of the field.

#### EDUCATIONAL WEBINAR SPONSOR — $12,500

Support a free educational webinar (up to 1,000 correctional health professionals), including continuing education and one year of on-demand access.

#### LEGACY GIVING SPONSOR — $15,000

Support year-round access to FreeWill's Planned Giving and Smart Giving tools, providing the NCCHC community with free estate-planning resources and tax-efficient charitable giving options.

#### CUSTOM PARTNERSHIPS AVAILABLE

Looking for something different? We welcome opportunities to create customized partnerships that align your organization's priorities with the Foundation's mission.

#### LET'S BUILD A PARTNERSHIP

Julie A. Haugland, Foundation Director | 773-880-1460, ext. 290 | **julie@ncchcfoundation.org**

# NCCHC Foundation Career Center

In Partnership With MTC Medical

## NCCHC Foundation Career Center: Connecting Talent with Opportunity

careers.ncchcfoundation.org

### For Employers

*Maximize Your Recruitment Efforts*

- **Position Postings:** Choose from a variety of paid job posting packages.
- **Recruitment Packages:** Tailored packages to meet your specific recruitment needs.
- **Resume Purchases:** Access top talent with our resume purchase option.
- **Banner Ads:** Increase your visibility with strategic ad placements.

### For Job Seekers

*One-Stop Career Resource Center*

- **Free Personal Account and Resume Posting**
- **Free Career Advice:** Access a wealth of articles, resume reviews, and more.
- **Industry Insights:** Gain in-depth knowledge on industry outlook, wages, qualifications, and more.
- **Paid Premium Services:** Enhance your job search with professionally written resumes, cover letters, LinkedIn profiles, interview preparation, and coaching.

*Fees for job postings and banner ads support the NCCHC Foundation's workforce development initiatives, including scholarships and educational offerings.*

### Job Postings

**30 Day Job Posting - $299**

- Posted for 30 days
- Additional upgrades available
- Renewal cost discounted to $249 for each subsequent 30-day period

**Premium Job Posting Package - $499**

- Posted for 30 days
- Remains high in search results
- Highlighted to stand out

**Ultimate Recruitment Package - $699**

- TalentBoost Upgrade: Distributes job to a network of premier job sites and search engines
- Posted for 30 days
- Remains high in search results
- Highlighted to stand out

**Special Offer for CorrectCare Extra Six-Time Advertisers**

- Six-time advertisers in CorrectCare Extra receive the Premium Package at the cost of the Basic Package.
- $499 for 30 days

### Resume Purchase

- **Single Resume Purchase:** $35

### Banner Ads

**30 Day Home Page Leaderboard Ad - $1,000**

- Strategically placed at the top of the Home Page for maximum visibility
- High return on investment by driving traffic to your website
- 728 x 90 .jpg or .gif accepted

**30 Day Home Page Sidebar Ad - $1,000**

- Prominently placed on the side of the Home Page for maximum visibility
- High return on investment by driving traffic to your website
- 300 x 250 .jpg or .gif accepted

**30 Day Inner Banner Ad - $800**

- Strategically placed within content for maximum visibility
- High return on investment by driving traffic to your website
- 728 x 90 .jpg or .gif accepted

**6 Month Inner Banner Ad - $4,000**

- Strategically placed within content for maximum visibility
- High return on investment by driving traffic to your website
- 728 x 90 .jpg or .gif accepted

**For any inquiries or to discuss a custom recruitment package, please reach out to us at careercenter@ncchcfoundation.org.**

**Connect with us today and take the next step in your career or recruitment journey!**