

MARKETING 2025 GUIDE

Thursday, June 27, 2024

Subscribe

NCCHC CorrectCare Extra
A publication of the National Commission on Correctional Health Care

Fall 2024 | Volume 38 | Issue 2

NCCHC CorrectCare
The magazine of the National Commission on Correctional Health Care

Beyond PATIENT CARE centurion

Sponsored Content
Medication-Assisted Treatment (MAT)
Medication-Assisted Treatment (MAT) and Medication for Opioid Use Disorder (MOUD) represent the gold standard for treating opioid use. Learn how utilizing MAT/MOUD can benefit individuals, correctional programs, and the community.
[Read More](#)

NCCHC Event
Right Around the Corner
A career conference for correctional health care professionals. Join us in San Antonio, Texas, on September 11-12, 2024.

Prison Doula Programs

Jail Leaders' Biggest Concerns: Survey Results

Treating the Medically Complex Dental Patient

Sponsored Content
YesCare Is Hiring Nurses in Alabama!
Are you a nurse with a passion for change? If so, we want you! Come make an impact with us in beautiful Alabama!
[Read More](#)

PRINT | DIGITAL | CONFERENCE | SPONSORSHIP | EXHIBIT



**NATIONAL COMMISSION
ON CORRECTIONAL HEALTH CARE**

NCCHC.org

National Commission on Correctional Health Care
1145 W. Diversey Parkway, Chicago, IL 60642

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

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Correctional health care serves nearly 1.9 million individuals incarcerated in our nation's correctional institutions, people who often have more health needs than the general population and require medical and mental health services and treatments. But resources, talent, time, and money are tight. Effective solutions are urgently sought.

Correctional health professionals and administrators trust NCCHC and turn to us for resources to improve health care delivery and outcomes. They attend our conferences, visit our exhibit halls, consult our website, and read our publications to discover new products and services.

The NCCHC Marketing Guide outlines the many ways your company can gain industry exposure to these results-oriented professionals and provide them with the solutions they need.

By targeting NCCHC's constituents you can:

- Market directly to correctional health professionals
- Reach key decision makers and purchasers
- Build brand awareness by showcasing your products and services

Looking for a marketing opportunity not outlined in the Guide? We will work with you to develop a marketing strategy to fit your budget, whether it's advertising in our publications, exhibiting at our conferences, renting our mailing list, or a combination of approaches 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:

- Computer/Software Technologies
- 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
- Infection Control
- Medical Devices, Supplies, Equipment
- Medication Dispensing Systems
- Mental Health Services
- Opioid Treatment Services
- Patient Well-Being Services and Devices
- Pharmaceuticals and Pharmacy Services
- Prerelease Program Providers
- Recruitment and Staffing Services
- Telehealth/Telemedicine
- Uniforms/Scrubs
- University Programs
- Vision Services, Supplies

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 5-8, 2025

Omni Louisville (KY)

With nearly 1,000 attendees, 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.

\$2,300 standard / \$2,900 prime

Correctional Mental Health Care Conference

July 20-21, 2025

Hilton San Francisco Union Square

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.

\$1,500 for a tabletop exhibit

National Conference on Correctional Health Care

November 1-5, 2025

Baltimore Convention Center

This high-profile conference is unequalled in the quality and breadth of its education and its attendees, attracting as many as 1,600 professionals for five days of high-intensity programming, abundant networking, and the largest exhibition in this field.

\$2,800 standard / \$3,400 prime

The country's largest gatherings of correctional health professionals!



"NCCHC staff was great to work with! They answered all my questions throughout the process and were a delight to meet in person."

—Conference Exhibitor

What Are Attendees Looking For?

86% visited the exhibits two or more times!

80% are looking for new products and services!

46% want to meet with current suppliers!

**Source: Spring Conference 2024*

Attendees Are Decision Makers With Authority

Nurses/NPs **19%**

Administrators **13%**

Mental Health/Social Work/Case Management **10%**

Executive Leaders **10%**

Physicians/PAs **9%**

Custody **2%**

Dental/Pharmacy **2%**

Source: Spring Conference 2024

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 ... 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

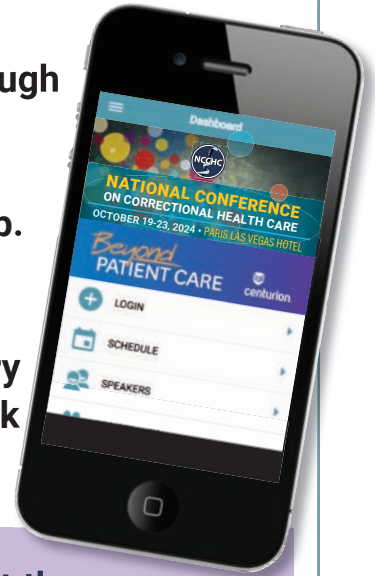
Coffee breaks, snacks in the afternoon, continental breakfast to start the day off right – we can put together delicious, cost-effective options.

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.



At the
2023 National Conference
attendees used the
app **12,700** 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 sponsored webinars attract 300-1,000 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 21,000 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

Conference/Program	IO/Art Due	Distribution
Spring Conference on Correctional Health Care		
Preliminary Program	January 3, 2025	January 2025
Final Program	February 24, 2025	April 5, 2025
Correctional Mental Health Care Conference		
Preliminary Program	March 21, 2025	April 2025
Final Program	June 10, 2025	July 20, 2025
National Conference on Correctional Health Care		
Preliminary Program	July 1, 2025	July 2025
Final Program	September 26, 2025	November 1, 2025

AD RATES*

Full page color only	Exhibitor Rates		Nonexhibitor Rates
	Regular	Premium*	Regular
Spring Conference on Correctional Health Care			
Preliminary Program	\$1,750	\$2,275	\$2,100
Final Program	\$1,750	\$2,275	\$2,100
Correctional Mental Health Care Conference			
Preliminary Program	\$1,300	\$1,700	\$1,700
Final Program	\$1,300	\$1,700	\$1,700
National Conference on Correctional Health Care			
Preliminary Program	\$1,750	\$2,275	\$2,600
Final Program	\$1,750	\$2,275	\$2,600
Conference Bag Insert	\$950 (\$500 with purchase of a program ad)		\$2,100

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

Recognized advertising agencies receive a 15% discount on gross billing for display ad space and color if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

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.

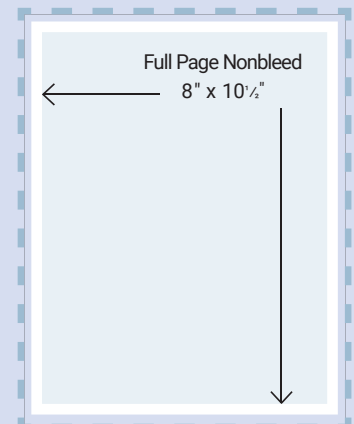
AD SPECIFICATIONS

Requirements

- Conference programs run full-page ads only.
- Ads must be submitted designed, sized and print-ready.
- Adobe PDF preferred; must be high-resolution
- InDesign also accepted; must be accompanied by graphics and font files, and a high-resolution PDF proof
- Word processing files not accepted

Ad Dimensions

← Full Page Bleed 8 1/4" x 11 1/4" →



Text (live matter) must be 1/2" from trim edge for bleed ads

2025 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		Nonexhibitor Rates
		Regular	Premium	Regular
Spring Conference on Correctional Health Care				
Preliminary Program	1/3/25	<input type="radio"/> \$1,750	<input type="radio"/> \$2,275	<input type="radio"/> \$2,100
Final Program	2/24/25	<input type="radio"/> \$1,750	<input type="radio"/> \$2,275	<input type="radio"/> \$2,100
Correctional Mental Health Care Conference				
Preliminary Program	3/21/25	<input type="radio"/> \$1,300	<input type="radio"/> \$1,700	<input type="radio"/> \$1,700
Final Program	6/10/25	<input type="radio"/> \$1,300	<input type="radio"/> \$1,700	<input type="radio"/> \$1,700
National Conference on Correctional Health Care				
Preliminary Program	7/1/25	<input type="radio"/> \$1,750	<input type="radio"/> \$2,275	<input type="radio"/> \$2,600
Final Program	9/26/25	<input type="radio"/> \$1,750	<input type="radio"/> \$2,275	<input type="radio"/> \$2,600
Conference Bag Insert Materials due to NCCHC one month before each conference	Spring 3/3/25 National 10/1/25	<input type="radio"/> \$950 <i>(\$500 with purchase of a program ad)</i>		<input type="radio"/> \$2,000

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 **200,000+**
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

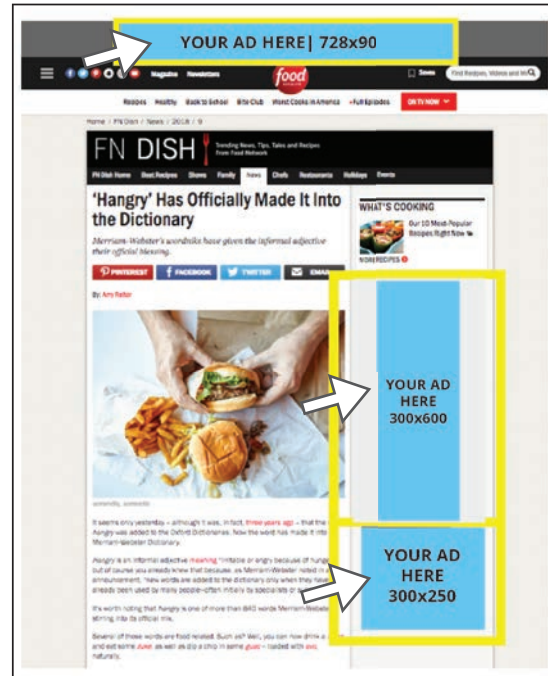
Don't rely on broad, generic targeting on common ad platforms. Stand out by showcasing your brand to those who are most interested in your products and services.

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.

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

Wide Skyscraper 160x600

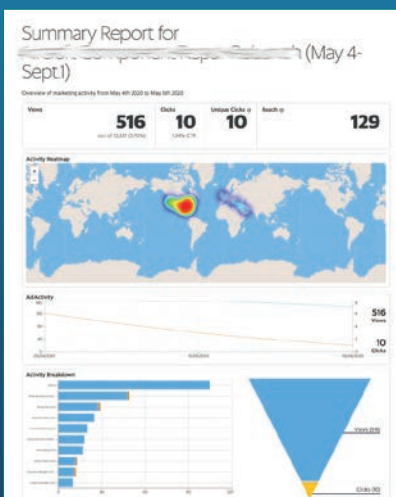
Square Pop-Up 300x250

Mobile (optional) 320x50

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



Track Your Success With Your Personal
Real-Time Dashboard

IMPRESSIONS | CLICKS | LOCATIONS

2025 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)
50,000 Impressions

Standard (\$3,500)
100,000 Impressions

Premium (\$5,500)
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. _____

Recognized advertising agencies receive a 15% discount on gross billing if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

▶▶▶ **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 21,000+ 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, nonpromotional content will garner the most leads.

Rates

Schedule a Full Year and Save 50%!

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

Recognized advertising agencies receive a 15% discount on gross billing if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

FANTASTIC OPEN AND CLICK RATES!

Total
open rate:
68%

Unique
open rate:
42%

Total
click rate:
6.5%

The screenshot displays the CorrectCare Extra e-newsletter layout. At the top is the NCCHC logo and the title 'CorrectCare Extra'. Below this is a banner ad for 'Beyond PATIENT CARE' by Centurion. The main content area features several sections: 'Sponsored Content' with an article on 'Medication-Assisted Treatment (MAT)', 'Thought Leadership' with an article on 'Medication-Assisted Treatment (MAT) and Medication for Opioid Use Disorder', 'NCCHC Event' for the 'Puerto Rico Is Right Around the Corner!' conference, and another 'Sponsored Content' section for 'YesCare Is Hiring Nurses in Alabama!'. A large banner at the bottom asks 'WANT TO LEARN MORE ABOUT A treatment option for appropriate patients with OUD?' with a 'DISCOVER MORE' button.

SPECIFICATIONS

URL needed

Banner Ad Size: 600x150 pixels.

Thought Leadership Graphic Size: Square, 250x250 pixels or larger

File formats accepted: JPG, PNG, GIF (Flash SF not supported)

Maximum file size: 40 KB

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)

Maximum 5 layers

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

Deadline & Submission

Materials due: One week prior to publication date. Published every other week on Thursday.

For more information, contact Mary Mac Kinnon, Exhibits & Sales Manager

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

2025 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 page 10 and 11.

Authorized signature _____ Date _____

Ad Reservations

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

Ad Type	Frequency
<input type="radio"/> Banner Ad	Times _____
<input type="radio"/> Thought Leadership	Times _____

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

Recognized advertising agencies receive a 15% discount on gross billing for display ad space and color if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

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® 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 (21,000) 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.

The One and Only

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

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:

- Challenges Facing Jails Today – and Tomorrow
- A Collaborative Syphilis Screening Pilot Project
- The Evolution of Laws Governing Access to MAT in Corrections
- Delusional Infestation
- The Many Benefits of Accreditation
- Preventing Type 2 Diabetes: An Evidence-Based Approach
- Prison Doula Programs
- Treating the Medically Complex Dental Patient



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

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

Production Schedule

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

Issue	Contract Due	Art Due	Distribution
39-1, Spring 2025	February 14	February 21	April 2025
39-2, Fall 2025	August 1	August 8	September 2025

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

Recognized advertising agencies receive a 15% discount on gross billing for display ad space and color if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

Policies

Acceptance of Advertising

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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.

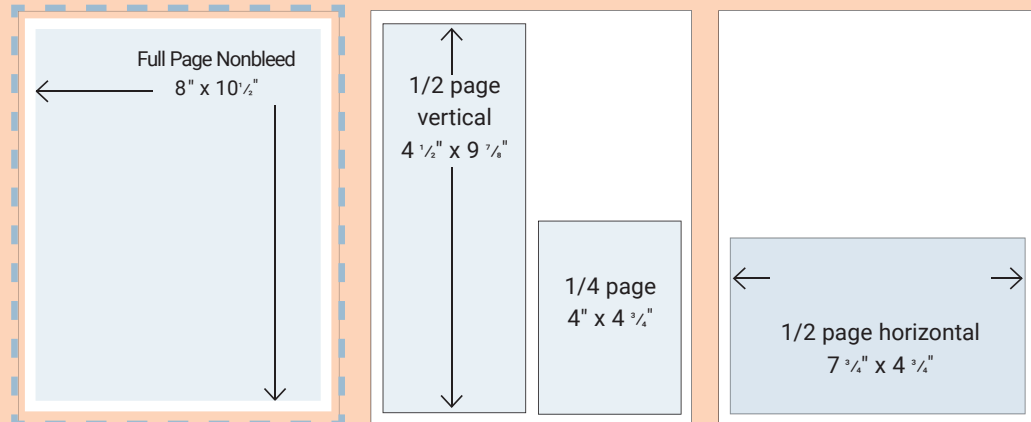
AD SPECIFICATIONS

Requirements

- Ads must be submitted designed, sized and print-ready.
- Adobe PDF preferred; must be high-resolution
- InDesign also accepted; must be accompanied by graphics and font files, and a high-resolution PDF proof
- Word processing files not accepted
- Production by offset
- Binding: Saddle stitched
- All ads are printed in full color

Ad Dimensions

← Full Page Bleed 8 3/4" x 11 1/4" → Text (live matter) must be 1/2" from trim edge for bleed ads



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

2025 CorrectCare® Advertising Contract

Company _____ Ad agency _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 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
39-1, Spring 2025	February 14	February 21	April 2025
39-2, Fall 2025	July 25	August 1	September 2025

Ad Reservations

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

Ad Size/Location	Frequency	Issue
<input type="radio"/> Back Cover	<input type="radio"/> 1/2 Vertical	<input type="radio"/> 39-1, Spring 2025
<input type="radio"/> Inside Front Cover	<input type="radio"/> 1/2 Horizontal	<input type="radio"/> 39-2, Fall 2025
<input type="radio"/> Inside Back Cover	<input type="radio"/> 1/4 Page Vertical	
<input type="radio"/> Full Page		

Recognized advertising agencies receive a 15% discount on gross billing for display ad space and color if paid within 30 days of invoice date. After 30 days, payment of the nondiscounted rate is required.

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 mail

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 2024 figures):

Total U.S. **83,665**

Email addresses **57,049**

Job Title	
● Nurses	9,870
● Physicians	2,580
● Mental Health Professionals	1,195
● Administrators	1030
● Nurse Practitioners	410
● Dentists	330

Work Setting	
● Jail	8,040
● Prison	4,330
● Juvenile Facility	2,750
● Department of Corrections	1,420

Subgroup	
● Certified Correctional Health Professionals	4,060

Find your next lead with the **National Commission on Correctional Health Care mailing list**, a proven tool to reach over 71,000 physicians, nurses, mental health care providers, medical directors, nurses and other allied health professionals and administrators. Pinpoint your audience by job title, work setting and demographics. No other marketing channel allows you such a targeted marketing opportunity.

www.InfocusMarketing.com/lists/NCCHC

INFOCUS MARKETING Contact INFOCUS Today!
 sales@infocusmarketing.com
 800.708.5478 • www.infocusmarketing.com

www.InfocusMarketing.com

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, Global Sales Manager, at 973-464-3602 or jmitchell@liebertpub.com.



More Opportunities

NCCHC Buyers Guide

Enhance your competitive advantage with the user-friendly Buyers Guide.

This online resource connects correctional health professionals with the suppliers they need, promoting products and services relevant to correctional health care.

Users find businesses through a simple yet powerful search tool, or with an index of precise categories and headings.

For advertisers, the NCCHC Buyers Guide represents a digital focal point for connecting to your core market. With flexible campaign and inventory options, the Guide gives you more ways to deliver your message to a targeted audience year-round without the limitations of pay-per-click.

1,380 Vsits in 2023

Pricing and placement opportunities include the following:

- \$150** Priority Placement
- \$200** Keyword Search Package
- \$350** Video-Enhanced Listing
- \$499** Completed Web-Enabled Listing
- \$1,150** 3rd Place Premium Placement
- \$1,350** 2nd Place Premium Placement
- \$1,500** 1st Place Premium Placement
- \$1,599** Product Showcase Ad
- \$2,999** Featured Content
- \$3,000** Jumbotron
- \$3,399** Featured Companies
- \$3,599** Box Ad
- \$3,599** Leaderboard
- \$7,500** Catfish (floats at the bottom of the guide)

Powered by MultiView, the Buyers Guide is available at ncchcbuyersguide.com. For information, call 800-816-6710, or email ncchc@multiview.com.



SIMPLIFIND

Tap into the incredible network of the National Commission on Correctional Health Care

with the NCCHC Buyers Guide. Powered by MultiView, the Guide is the premier search tool for correctional health care practitioners. Find the suppliers and services you need, within the network of the association you trust.

Simplifind your search today at www.ncchcbuyersguide.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	\$75,000+	Silver Partners	\$5,000 - \$9,999
Platinum Partners	\$25,000 - \$74,999	Bronze Partners	\$1,000 - \$4,999
Gold Partners	\$10,000 - \$24,999	Supporters	\$250 - \$999



Sponsorship Opportunities

Sponsor Scholarships: Support students and early career professionals in attending our conferences to foster enthusiasm for the field, expose scholarship recipients to NCCHC standards, and elevate education within correctional health care.

- \$10,500: Covers airfare, lodging, and full conference registration for 3 scholars to attend an in-person conference.
- \$3,000: Provides virtual conference registration for 10 scholars.

Sponsor Educational Webinars: Support our mission of educating correctional health professionals through webinars on diverse topics. Contributions enable us to offer these webinars free to attendees and maintain an online archive for one year.

- \$12,500: Covers development, speaker recruitment, promotion, and continuing education for up to 1,000 participants.

Donate Items for Silent Auction: The Foundation will hold a Silent Auction at the NCCHC National Conference, available both for conference attendees and online bids. We are interested in items such as artwork, gift baskets, experience packages, sports memorabilia, electronics, travel packages, home décor, VIP experiences, jewelry, gourmet food & wine, fitness & wellness, etc.

Sponsor Foundation Booth Activation/Fundraiser: Collaborate with us to create engaging activities at our 2025 in-person conferences, highlighting the Foundation and providing memorable experiences for attendees.

- \$5,000 - \$15,000: Depending on the offering.

Sponsor the NCCHC Foundation's Scholarship Reception: Join us in celebrating and honoring scholarship awardees with an all-attendee event featuring food, beverages, and entertainment. Customize the sponsorship to align with your company's vision and goals.

- \$10,000 - \$30,000: Depending on format and offerings.

We welcome the opportunity to discuss these partnership options and explore how we can mutually benefit from collaboration. Thank you for considering joining us in our mission to advance correctional health care.

Contact: Julie Haugland, Fundraising Manager at: 773-880-1460, ext. 290 • info@ncchcfoundation.org

NCCHC Foundation Career Center



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!