

# Media Kit

## 2008

## MHHA Membership Directory & Buyer's Guide

Your direct link to  
MHHA members



- ✓ 660 members
- ✓ 2,000+ decision makers
- ✓ \$300+ million in buying power

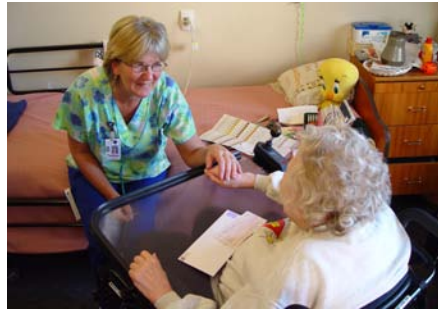
# MHHA

Promoting Excellence and Innovation in Older Adult Services

# Overview

For more information, visit:  
[www.mhha.com](http://www.mhha.com)

## 2008 MHHA Membership Directory & Buyer's Guide



Minnesota Health & Housing Alliance is a statewide trade association of caring professionals who provide a complete continuum of services for older adults, including care centers, senior housing with supportive services, and home- and community-based services. Representing over 660 provider organizations, MHHA is one of the largest trade associations of its type in the country and is nationally recognized for its leadership on long-term care and issues related to aging.

## Connect your business to buyers

Our members rely on our **Membership Directory and Buyer's Guide** as a networking tool and purchasing guide. They realize that advertiser support makes this directory possible, and recognize the importance of **doing business with companies that support their association.**

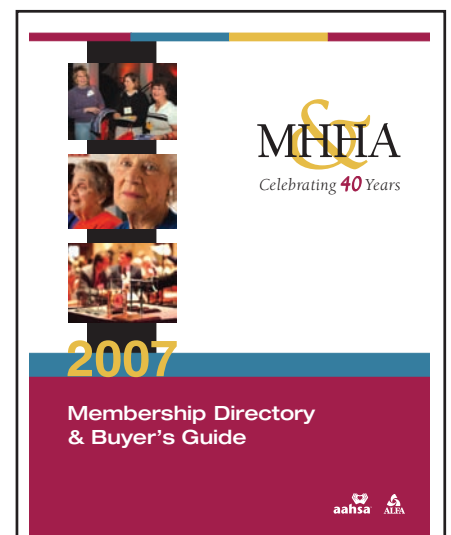
### TARGET KEY DECISION MAKERS

- By placing your advertisement within the pages of the 2008 Member Directory and Buyer's Guide, your company will connect with each and every member facility, usually reaching an administrator, CEO, senior housing director, nursing director, finance or purchasing director – **put your company name in front of the people who make decisions on where their money is spent.**
- MHHA members representing a growing market collectively serving more than 45,000 seniors - and that number is growing. By the year 2010, Minnesota is expected to be home to about 680,000 elderly residents - **many will rely on our members for services and housing needs.**
- Support the fine work your association does to advance the missions of older adult service providers.
- Position your company as a true industry leader and strategic partner for the future.

### Advertise in the 2008 Membership Directory and Buyer's Guide...

The MHHA Directory & Buyer's Guide is an 8-1/2 x 11" spiral bound volume. It's a valued handbook of information for members when looking for contact points for businesses that offer services and products. It includes information about the services MHHA provides, **plus new this year, an expanded section on Alliance Purchasing vendors.** Several premium advertising positions including four 4-color tabs printed on cover stock and a variety of ad size options are available within this directory.

Positioned behind the Business Partner tab at the front of the publication are the Business Partner Pages which is a categorized directory of equipment suppliers, distributors and service providers. Only authorized Business Partner vendors are listed. Business Partner members receive a free listing in this section by business category.



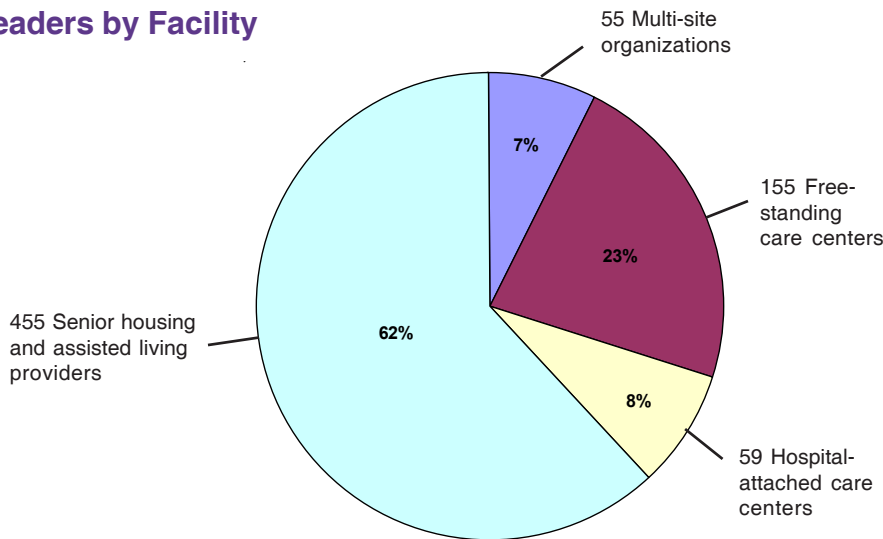
### Unbeatable buying power

### MHHA Membership at-a-Glance

#### Who We Are

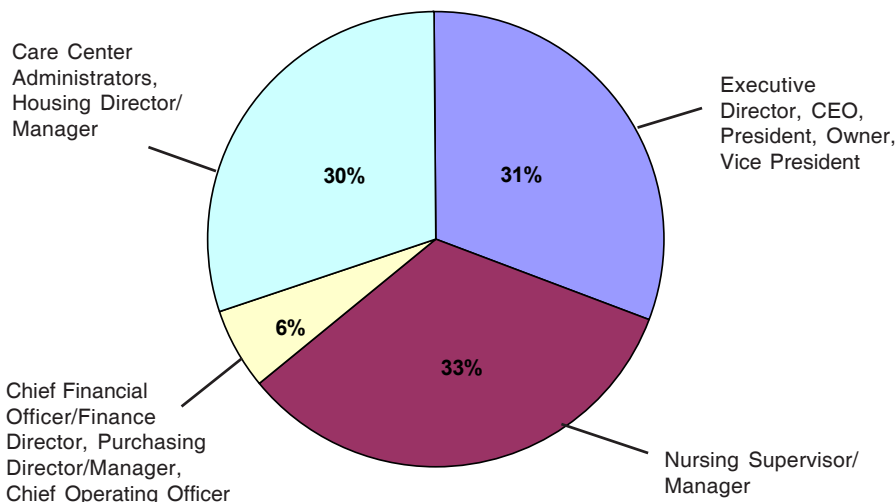
Over 660-strong membership base represents the aging services field:

#### Readers by Facility



Home Care Services are provided by 300+ facilities

#### Readers by Job Title



#### What We Buy

MHHA Members spend annually on:

- Architects
- Computer Hardware/Software/ Data Management
- Construction Management
- Consultants
- Design Services
- Electronics/Video Entertainment
- Environmental Services
- Financial/Investment Services
- Food Service
- Furnishings/Interiors/Textiles
- Hardware Fixtures
- Housekeeping, Maintenance Services, Supplies & Equipment
- Insurance
- Laundry Outsourcing
- Legal Answers
- Linen, Textiles and Uniforms
- Maintenance, Security, Site Services
- Marketing/PR Services/ Management Consultants
- Medical Laboratory Services
- Medical Supplies and Equipment
- Nurse Call Communications
- Nutritional Supplements
- Office Products/Equipment
- Oxygen/Respiratory Services
- Pharmaceutical
- Printing/Promotion/Paper Products
- Real Estate Development
- Rehabilitation Services
- Residential Care and Personal Products
- Retirement Plan Specialists
- Staffing Specialists
- Telephone/Wireless Communications
- Transportation Services
- Wound Care Products
- X-Ray/Imaging Services

**Care center members alone account for more than \$300 million in purchases each year.**

# Ad Rates & Sizes

## 2008 MHHA Membership Directory & Buyer's Guide

Premium Positions Four Color	Ad Size	Member* Rate	Non-member Rate
<b>Inside Front Cover</b> Page size: 9" x 11"	7-3/4" wide x 10" tall Bleed size: 9-1/8" x 11-1/8"	\$1,500	\$1,800
<b>Opposite Inside Front Cover</b>	7-1/2" wide x 10" tall Bleed size: 8-5/8" x 11-1/8"	\$1,500	\$1,800
<b>Inside Back Cover</b> (AP vendors only) Page size: 9" x 11"	7-3/4" wide x 10" tall Bleed size: 9-1/8" x 11-1/8"	\$1,250	\$1,500
<b>Section Divider Tabs</b> Page size: 8-1/2" x 11", cover stock Front or back	7-1/2" wide x 10" tall Bleed size: 8-5/8" x 11-1/8"	\$1,250	\$1,550
Display Ad Rates	Ad Size	Member Rate	Non-member Rate
<b>Full Page</b> - Page size: 8-1/2" x 11" <b>Color and B&amp;W**</b>	7-1/2" wide x 10" tall Bleed size: 8-5/8" x 11-1/8"	\$1,000 add \$250 for color	\$1,300 add \$250 for color
<b>Half Page - B&amp;W</b> (horizontal) Half Page - B&W (vertical)	7-1/2" wide x 4-7/8" tall 3-5/8" wide x 10" tall	\$550	\$700
<b>Quarter Page - B&amp;W</b> (vertical)	3-5/8" wide x 4-7/8" tall	\$450	\$600
<b>Eighth Page - B&amp;W</b> (horizontal) (business card)	3-5/8" wide x 2-1/4" tall	\$300	\$450

\* To qualify for the member rate, MHHA 2008 Business Partner dues must be paid in full at the annual rate of \$1,000.

Advertisers with dues in arrears will be charged the non-member rate.

\*\* Ad placement is within Business Partner or Alliance Purchasing vendor sections with the exception of four color, full page ads which run in the Your Association or Member-to-Member section.

**Save - becoming an MHHA Business Partner today! Call Adam Suomala at 651-645-4545 for further information or go online to [www.mhha.com/index/join\\_mhha](http://www.mhha.com/index/join_mhha).**

### 2007 Business Partner Listing Options

Only firms qualifying as MHHA Business Partners may be listed in the Business Partner section of the Buyer's Guide. Firms that would like greater visibility may purchase expanded description space to a maximum of 75 words. A basic listing consists of company name (in bold) with address, phone, fax, Web site, primary contact, direct number, e-mail address, and a 25-word product/company description. This section of the Buyer's Guide is sorted by Business Category.

<b>Basic Listing (see above for description)</b>	<b>Free</b>
<b>Basic Listing plus Black and White logo</b>	<b>\$200</b>
<b>Black and white logo and listing with up to 75-word description</b>	<b>\$350 Without logo \$250</b>

**Deadlines: Advertising Final Closing Date: January 11, 2008; Artwork Final Due Date: January 16, 2008**

**Cancellations:** Advertisers who cancel reserved space after the closing deadline pay a penalty of 50% of the contract value. Cancellations may only be submitted in writing. Cancellations cannot be accepted after the artwork closing date.

# 2008 Online Rates

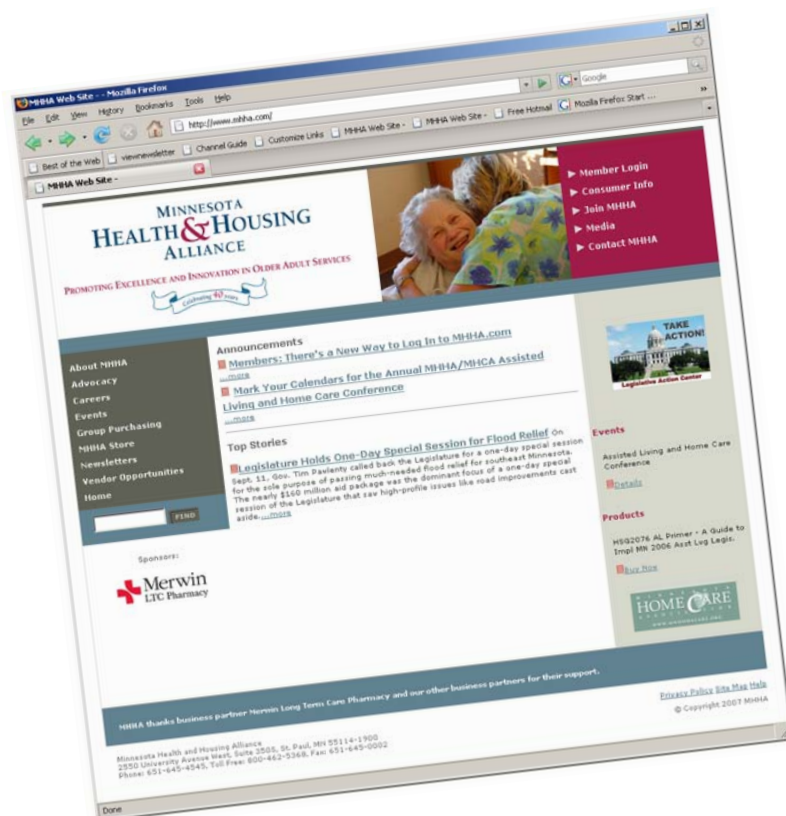
## 2008 MHHA Membership Directory & Buyer's Guide

MHHA members rely on MHHA.com for information on legislation, regulations, data they can use, directories, e-communities, products, educational events, and online directories including a buyer's guide of business partners who provide services to our members.

Our goal is to give our members a Web site that provides the resources members need to do their jobs.

You won't find a better vehicle for putting your name before viewers. Our Web site offers you the on-going opportunity to brand your company and deliver your message directly to viewers who make purchasing decisions.

## Capture the attention of buyers and instantly guide them to your own company's Web site



[www.mhha.com](http://www.mhha.com)

### Logo placement with link to your Web site

#### Home page logo

120 pixels wide by 60 high  
(1 of 4 in random rotation)

Member\* Rate - \$125/month  
Non-Member Rate - \$150/month  
(3 mo. minimum)

#### Buyer's Guide Logo\*\*

120 pixels wide by 60 high  
(1 of 4 in random rotation)

Member\* Rate - \$100/month  
Non-Member Rate - \$125/month

#### Newsletter Sponsorships

*Monday Mailing* or *HWS Outlook*  
120 pixels wide by 60 high  
(1 of 4 displayed)

Member\* Rate - \$125/month  
Non-Member Rate - \$150/month  
(3 mo. minimum)

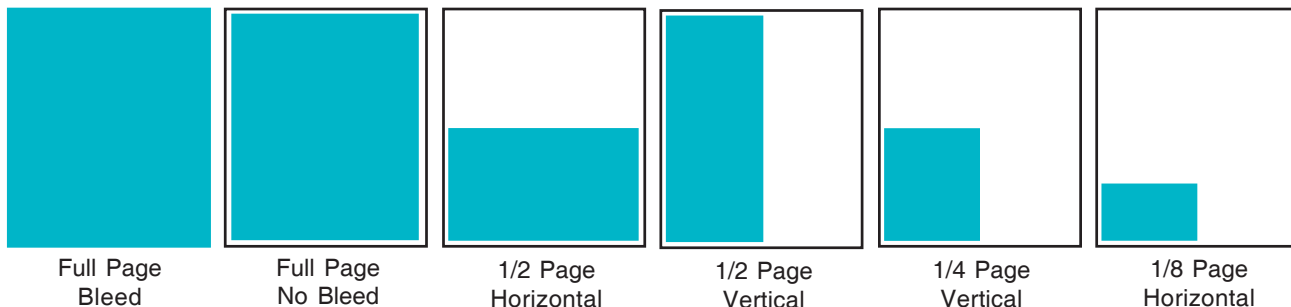
\* To qualify for member rate, dues must be paid in full. New members signed by Jan. 1, 2008 earn the member discount. Advertisers with dues in arrears will be charged the non-member rate.

\*\*Only firms qualifying as MHHA Business Partners may list in the Online Buyer's Guide. The basic listing is free and includes link, company details, contact details and a 25-word description.

# Ad Specifications

2008 MHHA Membership Directory & Buyer's Guide

## Display Ad Size Depictions



**Artwork:** Ads must be submitted in PDF format, set to CMYK, with all fonts embedded. Save files to size required. Enlarging or reducing images in page layout can cause problems and affect quality. Production charges at a rate of \$95 per hour will be incurred for alternations due to errors in ad size, type, color, space, or file format. Full-page bleeds should be set at 1/8" minimum on all sides.

**Tabs:** are full-page bleed printed on card stock, four color process. There are four flat tabs, plus two additional tabs for Alliance Purchasing vendors only (ad space on both sides). Bleed Size: 8-5/8 x 11-1/8.

**Logos:** Logos appearing in the Business Partner section should be submitted in black and white, high resolution. Size 1-1/2" x 1".

**Image Resolution:** All artwork must be CMYK at a minimum resolution of 300 dpi for continuous tone images (photographs). Line art should have a minimum resolution of 600 dpi.

### Submission:

**E-mail:** Send artwork to Jenny Mims at [jmims@mhha.com](mailto:jmims@mhha.com) (large files should be compressed as .zip files.)

**CD-ROM/DVD:** Please include name, phone number and e-mail address for a contact person. Label disk with advertiser's name. A printed version of the ad at 100% must also accompany the CD. Four-color ads must be accompanied by an accurate color proof such as a matchprint. MHHA will not be held responsible for color accuracy. Laser prints are fine for black and white ads and logos. Call Jenny Mims at 651-645-4545 to confirm arrival.

## Deadlines

### Advertising Closing Date:

January 11, 2008  
Insertion Orders must be received at MHHA by this date indicating whether you will be placing an ad.

### Artwork Due Date:

January 16, 2008  
Printer-ready copy on disk or e-mailed to Jenny Mims at [jmims@mhha.com](mailto:jmims@mhha.com).

### Cancellation Policy

Advertisers who cancel after the closing deadline pay a penalty of 50% of the contract value. Cancellations may only be submitted in writing. Cancellations cannot be accepted after the artwork deadline. Full payment due with artwork.

**Questions:** Megan Prosser at 651-204-3518 or [mprosser@mhha.com](mailto:mprosser@mhha.com) or Jenny Mims at 651-659-1407 or [jmims@mhha.com](mailto:jmims@mhha.com).

Reinforce your visibility

# Terms & Liability

## 2008 MHHA Membership Directory & Buyer's Guide

**General Eligibility Requirements for Advertising:** Advertisements in the 2008 MHHA Membership Directory & Buyer's Guide are intended to offer reputable companies an avenue for direct communication to MHHA members.

**Acceptance:** Advertisements are accepted upon representation that the Advertiser and its agency have the right to display the contents thereof. The Advertiser and its agency agree to indemnify and hold MHHA harmless against any expenses or loss by reason of any claims arising out of display. Both the Advertiser and/or authorized signer agree that they shall be held legally responsible for the terms of this contract. Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to MHHA's approval. Cancellations of any portion of this contract voids all rate and position protection. No conditions other than those set forth in this contract shall be binding on publisher unless specifically agreed to in writing by MHHA. Acceptance of advertisements is at the discretion of MHHA. MHHA has the right to reject any and all advertising. MHHA is not liable, nor do we guarantee any product or service offered by the advertiser. The advertisement must clearly identify the advertiser. Unless specifically agreed upon at time of advertising agreement, it is MHHA's discretion with regard to placement of the advertisement. MHHA will attempt to honor placement requests. Copy and artwork must be of a professional grade. The appearance of advertisements on MHHA materials is not to be regarded as recommendation or endorsement by MHHA. No advertising will be accepted that may injure the reputation or good name of MHHA.

**Artwork:** MHHA shall in no way be held liable for loss or damage to Advertiser's supplied materials or for maintenance of Advertiser's materials in good condition while such materials are in the possession of MHHA, or its agents.

**Cancellations:** Advertisers who cancel reserved space after the closing deadline pay a penalty of 50% of the contract value. Cancellations may only be submitted in writing. Cancellations cannot be accepted after the artwork closing date.

**Indemnification:** MHHA shall not be liable for any cost or damages if for any reason it fails to display an advertisement. The liability of MHHA for any error, delay or omission for which MHHA may be held legally responsible, shall in no event exceed the cost of the display paid for and occupied by the error, and in no event shall MHHA be liable for any loss of income, profit, or any consequential damages of any nature whatsoever.

**Payment:** Payments may be made by check or credit card: Visa, Mastercard or American Express and are due by artwork deadline date. Business Partners only may be invoiced with payment due in 30 days. Send payments to Minnesota Health & Housing Alliance, Attn: Jenny Mims, 2550 University Avenue West, Suite 350S, St. Paul, MN 55114-1900. MHHA has the right to hold the Advertiser or its agency jointly liable for such monies as are due and payable to publisher for advertising, which the Advertiser or its agency ordered and which advertising was displayed as agreed. MHHA may refuse to print any advertisement not paid for by the due date, to retain any money paid as damages, and take any further steps to recover outstanding amounts, without notice to Advertiser.

**Positioning:** Positioning of advertisements is at the discretion of MHHA except where an Advertiser has paid the non-refundable extra charge for a premium position advertisement. Oral agreements will not bind MHHA. All insertion orders accepted are subject to the rates, terms and conditions of the current Rate Card. MHHA considers that an advertiser's display is reserved once MHHA has received a signed Insertion Order, all monies, and required advertising materials for display. MHHA shall not be liable in any way for cost or damages if Advertiser for any reason fails to submit artwork before or on the artwork due date.

**Publication:** All orders are accepted subject to act of God, strike, fire, accident or any other occurrences of any nature beyond MHHA's control which prevent or delay production, printing, publication or distribution of advertisements.

**Quality:** The Advertiser, as a primary party of this agreement, is responsible for the accuracy and content of the advertisement including text representation; illustration; photography; copyrights and trademarks; composition; color indication; special instructions and category/keyword placement instructions. MHHA shall not be liable for inferior appearance of advertising if Advertiser supplies inferior artwork, or artwork that does not conform to mechanical requirements.

# Insertion Order

## 2008 MHHA Membership Directory & Buyer's Guide

### Advertising Agreement

#### Company Details

Advertiser Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

#### Order Details (confirm size/position/color of display ad)

##### Size:

- Full page - four color or B&W
- Half-page horizontal - B&W
- Half-page vertical - B&W
- Quarter-page vertical - B&W
- Eighth-page horizontal - B&W

##### Color

- Four Color
- Black and White

##### MHHA Web Site Logo Placement

- Home page
- Monday Mailing
- Buyer's Guide
- HWS Outlook

##### Premium Positions: (four color)

- Inside front cover
- Opposite inside front cover
- Inside back cover (AP vendors only)
- Tabs
- Runs in Business Partner Section (MHHA Business Partners only)

Position Notes: \_\_\_\_\_

##### Tabs:

- Your Association - front or back
- Member-to-Member - front or back
- Business Partners - front or back
- Membership - front or back
- MSC Services\* - front or back
- AP Products & Services\* - front or back

\* Alliance Purchasing vendors only

#### Business Pages Listing (includes 25-word description, available only to MHHA Business Partners)

- MHHA Business Partner (required)
- Logo ONLY (w/basic listing)
- Logo Listing ( max. 75 word)
- Listing Only (max. 75 words)

**TOTAL: \$** \_\_\_\_\_

**Deadlines: Advertising Final Closing Date: January 11, 2008; Artwork Due Date: January 16, 2008**

#### Disclaimer and Signature

I have reviewed the above agreement and agree to the terms of the agreement and conditions as outlined in this media kit.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

E-mail or fax this Agreement to Megan Prosser at mprosser@mhha.com or FAX to 651-645-0002.  
Questions? Call Megan Prosser at 651-204-3518. Payment due by January 16, 2008; send to Minnesota Health & Housing Alliance, Attn: Jenny Mims, 2550 University Avenue West, Suite 350S, St. Paul, MN 55114-1900