

2026 National Alliance for Care at Home Media Kit



National Alliance
for Care at Home

allianceforcareathome.org

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The National Alliance for Care at Home (the Alliance) connects you with over 30,000 home health, hospice, Medicaid HCBS, home care, and palliative care professionals. With a network of 1,500+ member agencies across the U.S., we provide a powerful platform to showcase your brand through editorial content, advertising, exhibits, and strategic collaborations – putting you directly in front of decision-makers who rely on the Alliance for insights, education, and connections.



For more information, contact:
advertising@allianceforcareathome.org



ABOUT THE ALLIANCE

The Alliance is the largest organization representing, advocating for, educating, and connecting providers of care in the home for millions across the U.S. who depend on that care.



OUR MISSION

As the leading authority in home-based care, we serve as an inclusive thought leader, advocate, educator, and convener, providing a unifying voice for those delivering care at home.

OUR VISION

We envision an America where everyone has access to the highest quality, person-centered healthcare wherever they call home.

Business Partner Opportunities

Not a business partner yet? Join now to gain direct access to industry leaders, increase your visibility, and align your brand with the nation's leading advocate for care at home. Business Partners also enjoy enhanced options to deepen their engagement and receive exclusive benefits, including discounts on advertising.

Learn more about [Alliance Business Partner Membership](#) and get started by contacting membership@allianceforcareathome.org.



Make a Lasting Impression on Your Target Audience

Connect with the professionals shaping care at home, including:

- C-suite executives and high-level decision makers
- Thought leaders and industry experts
- The nation's largest community of care at home professionals
- Legislative and advocacy influencers shaping national healthcare policy

Aligning your brand with the Alliance gives you direct access to organizations nationwide that rely on us for advocacy, professional development, and the latest news and resources. Our members turn to the Alliance to find trusted partners offering products, solutions, and services that advance care in the home.



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A Nationwide Network with Reach and Influence

The Alliance represents a network of 1,500+ premier home health, hospice, home care, Medicaid HCBS, and palliative care organizations, collectively covering more than 10,000 agencies, locations, subsidiaries, and branches across the nation. Alliance members employ 1 million professionals delivering high quality, person-centered care to 4 million patients.

Purchasing Influence

ALLIANCE MEMBERS MAKE DECISIONS IN AREAS SUCH AS:

- Financial and Accounting Services
- Artificial Intelligence
- Consultant Services
- Education and Training
- Electronic Medical Records
- Recruitment and Staffing
- Technology Software and Hardware

KEY SERVICE CATEGORIES SOUGHT BY MEMBERS:

- Consulting
- Data Analytics Benchmarking Software
- Data Performance Measurement
- Education and Training
- Electronic Medical Records
- Marketing
- Medical Devices and Supplies
- Recruitment and Staffing
- Telehealth
- Technology
- Workforce Safety
- Wound Care

State Level Connections

We collaborate and partner with state home health, palliative care, and hospice associations **across all 50 states and U.S. territories, promoting and enhancing the quality of the care continuum through state and national activities**, including protecting and enhancing state and national policy, regulatory, and compliance issues.



McBee is proud of the value that our partnership with the Alliance provides. **Their publications offer beneficial opportunities to grow our brand.** With their energized approach and their leadership, we are excited for the future of our long-standing partnership with the Alliance."

MIKE DORDICK, NETSMART/MCBE INC

Alliance Advertising

Electronic publications provide year-round advertising opportunities, helping your company reach the home-based care community. Maximize your brand visibility, connect with industry professionals, and achieve your marketing goals through targeted digital exposure.

ALLIANCE WEEKLY

Providing comprehensive news and updates across all service lines within the Alliance community, this weekly communication covers key topics such as legislative and regulatory updates, membership benefits, professional development opportunities, and innovative ways to connect and network with other care at home professionals.

Subscribers: ~15,000

Publication Date: Thursday

Audience:

Service Lines:

- **Primary:** Home Health and Hospice Provider Members
- **Secondary:** Home Care, Palliative Care and Medicaid HCBS Provider Members;

Roles:

- **Primary:** Operational and Clinical Leaders; Regulatory and Compliance Leaders; Administrators and CEOs, Business Development and Sales Leaders, Case Managers and Nurse Leaders,
- **Secondary:** Social and Spiritual Support; Veterans Services, Volunteer Management; State Leaders, Business Partners



	Member	Non-Member
Primary Position: 630 x 100 pixels	\$2,250/week	\$2,800/week
Secondary Position: 630 x 100 pixels	\$1,375/week	\$1,700/week
Tertiary Position: 208 x 229 pixels (Right-Hand Side)	\$675/week	\$900/week

Deadline: Ads are due the Thursday before the scheduled run week

SPECIFICATIONS

- **PNG, JPEG, or GIF format** (72 dpi, max 100K)
- Animated files are not accepted
- Provide a URL to be embedded in the digital advertisement

Targeted Updates and Tailored Communications

The Alliance offers specialized communication opportunities designed to reach specific segments of the care at home community. These targeted updates ensure your message reaches the right audience, providing valuable insights, resources, and engagement opportunities for those most interested in your services. With curated content, strategic distribution, and strong engagement from niche readership, these e-newsletters provide pathways to connect with key stakeholders from certain parts of the care continuum.

HOME CARE INSIDER

A monthly publication covering key developments across the home care landscape, including legislative and regulatory updates, industry trends, and operational insights for providers. This publication offers a focused view of the issues influencing home care providers and the evolving landscape in which they operate.

CIRCULATION: ~ 1,400

AUDIENCE: Members representing private duty home care providers

	Member	Non-Member
Primary Position: 630 x 100 pixels	\$250/month	\$325/month
Secondary Position: 208 x 229 pixels (Right-Hand Side)	\$185/month	\$250/month

Deadline: Ads are due during the final week of the month prior to the run month

SPECIFICATIONS

- **PNG, JPEG, or GIF format** (72 dpi, max 100K)
- Animated files are not accepted
- Provide a URL to be embedded in the digital advertisement

MEDICAID MONTHLY

NEW!

A monthly publication covering important federal Medicaid actions that impact home health, hospice, and home and community-based service providers. This publication serves as a dependable source of information for professionals working across the Medicaid service line.

CIRCULATION: ~ 1,400

AUDIENCE: Members representing Medicaid home and community-based services providers

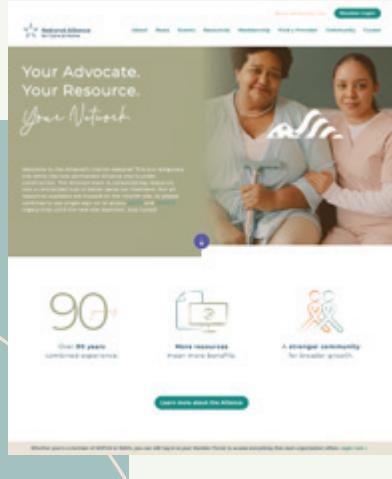
	Member	Non-Member
Primary Position: 630 x 100 pixels	\$250/month	\$325/month
Secondary Position: 208 x 229 pixels (Right-Hand Side)	\$185/month	\$250/month

Deadline: Ads are due during the final week of the month prior to the run month

SPECIFICATIONS

- **PNG, JPEG, or GIF format** (72 dpi, max 100K)
- Animated files are not accepted
- Provide a URL to be embedded in the digital advertisement

Website Banner Ads



allianceforcareathome.org

The Alliance is a trusted resource for thousands of industry leaders and professionals who visit our site daily for essential tools and resources. Each month, our site receives over **90k visitors** and **over 220,000 views**.

Advertising on the Alliance website gets your message in front of our members and site visitors through strategically placed

banner ads that rotate with no more than two advertisers per placement each month, ensuring visibility and a clean user experience. Ads run for the full month, starting on the first day of a month.

Online Advertising Statistics

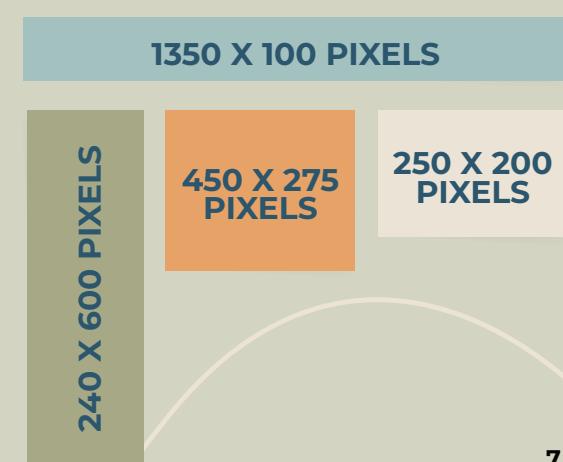


	Member	Non-Member
Leaderboard: 1350 x 100 pixels		
Placement: Landing pages for all items in the website navigation menu	\$1,000/month	\$1,300/month
Right-Hand Skyscraper: 240 x 600 pixels		
Placement: Alliance e-newsletters, alerts, and updates housed on the website	\$825/month	\$1,100/month
Medium Rectangle: 450 x 275 pixels		
Placement: Landing pages for drop-down items in the website navigation menu	\$505/month	\$675/month
Small Rectangle: 250 x 200 pixels		
Placement: Resource listing grids	\$390/month	\$525/month

Deadline: Ads are due on the 15th of the month preceding the run month

SPECIFICATIONS

- Formats:** High-Resolution PNG (150 or 300 dpi, RGB)
- Duration:** 15 seconds or less
- Looping:** Possible, but the animation must stop after 15 seconds
- Speed:** Slower than 5 frames per second
- Size:** 150 KB or smaller



Webinar Support

Alliance webinars are delivered by experts in the care at home community and provide timely information for C-Suite executives, directors, and administrators. The best part of sponsoring Alliance webinars is that registrants not only attend the live event, but they also gain unlimited access to materials and recordings, ensuring your brand stays in front of your target audience for months.

SUPPORT INCLUDES

Base

- Company name featured on webinar email promotion
- Company logo displayed on webinar events page on Alliance website
- Company recognition on confirmation page with hyperlink to your site
- Company logo featured on opening slides only

Premium

Includes everything in the Base package, plus:

- Company logo featured on both opening and closing slides
- Moderator mention during the webinar
- Access to registration list (including emails) after the webinar

WEBINAR SUPPORTER RATES

Member Base: \$2,000 **Member Premium:** \$2,750

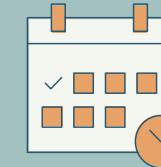
Non-Member Base: \$2,750 **Non-Member Premium:** \$3,500

SPECIFICATIONS

Company logo format: PNG, JPEG, or GIF (max 100KB)

Include a URL link to embed in the artwork

Deadlines: Materials are due two weeks prior to the webinar date. Currently, we only offer one sponsorship opportunity for each webinar. **For upcoming webinars. ▶**



Email exhibits@allianceforcareathome.org to learn more about exhibiting or supporting our 2026 in-person events.

Finance and Technology Summit

July 12-14 | Boston, MA

Advocacy Week

September | Washington, DC

Annual Meeting & Exposition

October 27-30 | Washington, DC



Alliance Career Center

careers.allianceforcareathome.org

The Alliance Career Center provides you with the opportunity to reach over 2.5 million healthcare professionals and receive volume discounts. Whether you are seeking new employment or looking to build your team, the Alliance Career Center is your one-stop resource center.

RATES

	Premium	Enhanced	Basic
	Member: \$845 Non-Member: \$1,145	Member: \$645 Non-Member: \$945	Member: \$330 Non-Member: \$630
Online Job Posting	90 days	60 days	30 days
Featured Company Stand out with your company's logo on the career center homepage	✓	✓	
Spotlight Job Your highlighted job is shown at the top of search results and appears on the job seeker home page	✓	✓	
Resume Database Access Unlock unlimited resumes for duration of Job Posting	✓	✓	
Branded Employer Profile Upload a 960 x 200px profile header banner to customize your profile and make it stand out	✓		
Partner Network Increase exposure by 10x by sending your job out to variety of sites like LinkedIn	✓		

Bulk post: If you have more than three jobs to post, or post multiple jobs frequently, consider our automated bulk posting option. Customized packages are also available.

The Alliance Career Center offers the following resources:

- **Branding Solutions:** All roads lead to your profile page. We provide easy-to-use tools to customize the look and content, helping you stand out from the competition.
- **Job Posting Videos:** Create professional, 60-second videos to share key information, brand identification, and a call to action for each of your postings.
- **Career Coaching:** Our certified coaches come from a variety of backgrounds, offering the experience and expertise needed to help you achieve your career goals.
- **Resume Writing:** Whether you're a mid-career professional, senior executive, or new to the job market, our experts are ready to critique your resume or help you craft one that gets you noticed.
- **Reference Checking:** Have your references checked confidentially and professionally, ensuring your past employers are supporting your candidacy.
- **Career Learning Center:** Access video and written presentations designed to instruct and entertain, from creating powerful resumes to building a successful personal network.

Ad Retargeting

Retargeting uses cookies to track visitors on one site and reach those same visitors with ads on other sites. With ad retargeting, you can retarget visitors based on specific sections of the Alliance website, such as service lines or key content areas like compliance, advocacy, news, or education. This ensures your message reaches a highly relevant audience, giving you the opportunity to engage potential clients long after their initial visit.

Guaranteed Reach: Ad retargeting guarantees sustained, specific exposure to the exact audience you are trying to reach. No more guessing whether your ads are reaching the right people or if they're being seen by potential customers.

Quantifiable ROI: Detailed analytics and reporting allow you to track your ad campaign results in real-time, including the impressions (number of times your ad has been seen), click-throughs (number of clicks on your ad), and the geographical locations of where your ad has reached.

To protect your brand's integrity, ads will only be displayed on acceptable platforms, ensuring your message reaches the right audience in the most trusted and relevant spaces.

Package	Duration	# of Impressions	Price
Ultimate Impression	6 Months	150,000	Member: \$4,500 Non-Member: \$5,995
Premium Impression	3 Months	70,000	Member: \$3,370 Non-Member: \$4,495
First Impression	1 Month	35,000	Member: \$1,870 Non-Member: \$2,495

AD SIZES AND SPECS

Please use the exact dimensions shown below when preparing your ad (**provide ad in 3 dimensions**). Ads should be in **JPG** and **GIF** format.

- 728 x 90 pixels
- 300 x 250 pixels
- 160 x 600 pixels

 Ready to Advertise? Contact the Alliance team:
advertising@allianceforcareathome.org

“ MAC Legacy has found the Alliance to be one of the premier industry resources to capture their audience in both exhibits and e-publications. **When utilizing their resources, we are able to get in front of our current and prospective customers and see a return on the investment spent on advertising.** If you are determining which resources to utilize when advertising, you don't want to miss the game-changing opportunities provided by the Alliance.

KATI HALE, MAC LEGACY

Alliance Podcast Ads

Who Cares is the podcast dedicated to informing, inspiring, and empowering the care at home community. We bring expert insights, meaningful conversations, and advocacy for person-centered healthcare to the forefront. As the leading authority in home-based care, we invite dialogue and spark transformative discussions that shape the future of care across America. From hospice and home health to personal and palliative care, we explore the challenges, innovations, and human stories driving this essential industry.

Care at home will impact us all. Let's shape the future together.

Who Cares is available on YouTube, Spotify, and Apple Podcasts. Listeners can also keep up with the latest by following along on the Alliance's LinkedIn and other social channels. Episodes are released in full video and audio-only versions and premier biweekly on Tuesdays.

MEMBER AD RATE:

- 1-5 Episodes:** \$1,600/episode
- 6-10 Episodes:** \$1,475/episode

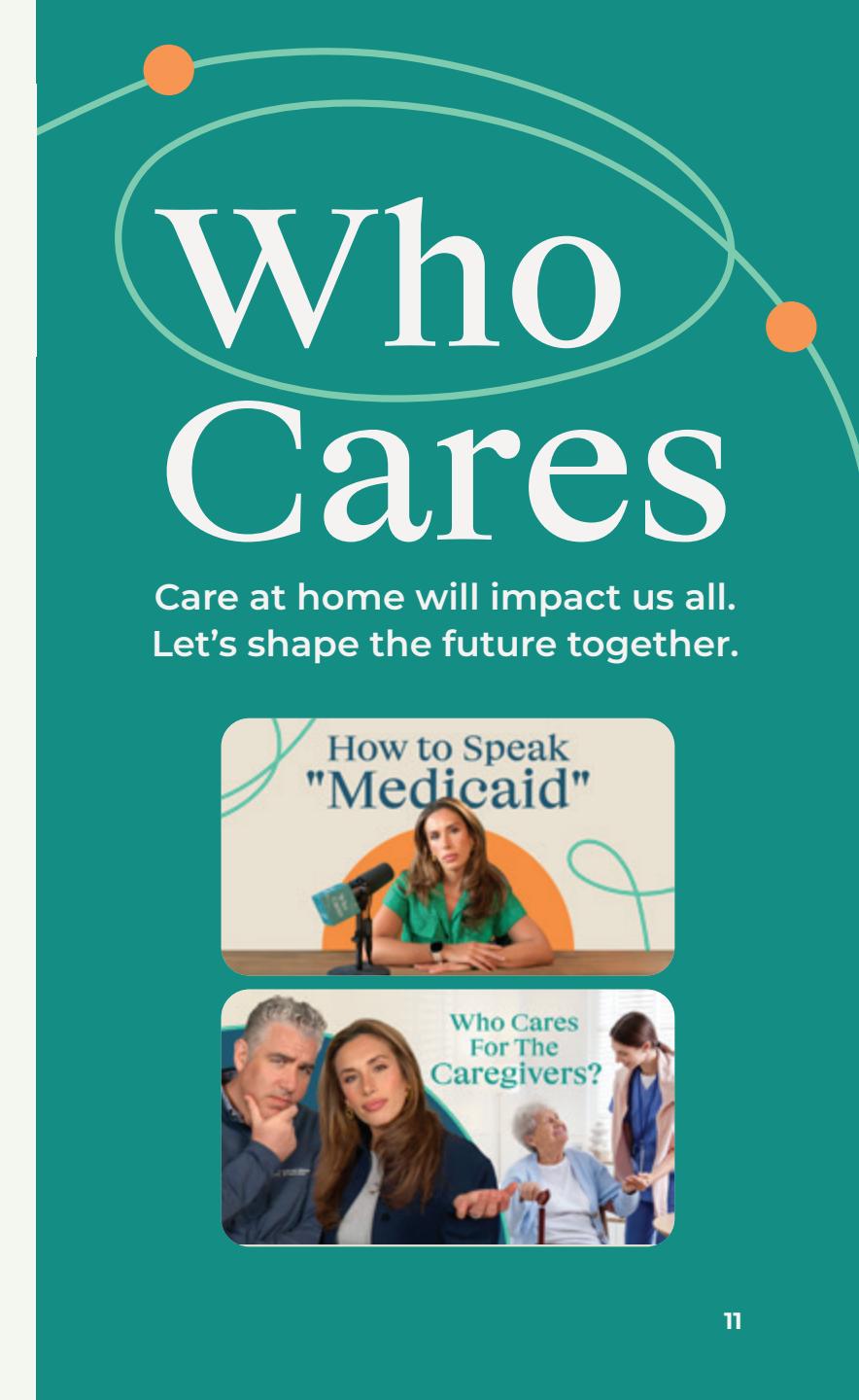
NON-MEMBER AD RATE:

- 1-5 Episodes:** \$2,100/episode
- 6-10 Episodes:** \$1,975/episode

In its first six months, the **Who Cares** podcast has seen strong organic growth across platforms, with YouTube bringing the widest reach:

- Over 34k** impressions
- 3.8k monthly audience members**
- 92% increase in views** month over month since launch
- High direct referral traffic, meaning Alliance leaders are engaged and clicking through to learn more

Scripts should be submitted to marketing@AllianceforCareatHome.org. Aim for a **30-second ad read**, or approximately **75-85 words**. Alliance podcast hosts will read and produce your script. Once advertisements are confirmed, our team will work with you to schedule production and determine the airing date.





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