

# 2025 Media Kit



National Alliance  
for Care at Home

[allianceforcareathome.org](https://allianceforcareathome.org)     

# 2025 National Alliance for Care at Home Media Kit

Join the leading force shaping the future of care in the home. The National Alliance for Care at Home (the Alliance) connects you with more than 30,000 home health, hospice, private duty, and palliative care professionals. With a thriving community of over 1,500 dedicated member agencies across the U.S., the Alliance offers a robust editorial platform and unmatched industry reach.

Make every marketing dollar count. Our premier advertising, exhibits, and content collaboration opportunities position your brand in front of a targeted, highly engaged audience for maximum return.



**For more information, contact:**

[advertising@allianceforcareathome.org](mailto:advertising@allianceforcareathome.org)

## ABOUT THE ALLIANCE

The Alliance is the largest organization representing, advocating for, educating, and connecting providers of care in the home. We support millions of disabled, elderly, and dying Americans who rely on high-quality home-based care.



## OUR MISSION

We're the leading authority in transforming care in the home. As an inclusive thought leader, advocate, educator, and convener, we serve as the unifying voice for those providing and receiving healthcare through all stages of life.



## 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?** Now is the time!  
Gain direct access to industry leaders, increase your visibility, and align your brand with the nation's leading advocate for care in the home.

Learn more about [Alliance Business Partner Membership](#) and contact [membership@allianceforcareathome.org](mailto:membership@allianceforcareathome.org) to get started.

## BECOME A STRATEGIC PARTNER

Expand your engagement year-round, connect with members through multiple channels, elevate your exposure, and showcase your commitment to home care and hospice.



# Make a Lasting Impression on Your Target Audience

## Find your ideal audience within our community, which includes:

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

Aligning your brand with the Alliance provides you a unique opportunity to reach decision makers at a diverse range of organizations across the U.S. who rely on the Alliance for advocacy efforts, professional development, and the latest news and resources. Most importantly, care at home professionals and organizations turn to us to discover trusted partners offering the products, solutions, and services they need.



**For more information, contact:**  
[advertising@allianceforcareathome.org](mailto:advertising@allianceforcareathome.org)



# Make a Lasting Impression on Your Target Audience (cont.)

The Alliance represents a network of 1,500 premier home health, hospice, palliative care, and private duty home care organizations, collectively covering 10,000 agencies, locations, subsidiaries, and branches across the nation. Alliance members employ a workforce of one million delivering high quality, person-centered care in the home to four million patients.

## ALLIANCE MEMBERS MAKE PURCHASING DECISIONS ON:

- Accounting Services
- Consultant Services
- Education and Training
- Electronic Medical Records
- Recruitment and Staffing

## KEY SERVICE CATEGORIES SOUGHT BY ALLIANCE 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
- Wound Care

- Hospice **36%**
- Home Health **31%**
- Home Health & Hospice **18%**
- Palliative Care **10%**
- Infusion Therapy **5%**

## ALLIANCEFORCAREATHOME.ORG

*(Data over two months.)*

**66,709**  
visitors per month

**54,000**  
unique visitors

## State Level Connections



We collaborate with **100 state home health and hospice associations** across **all 50 states and U.S. territories**, promoting and enhancing the quality of care through state and national activities.

# Alliance Advertising

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

## ALLIANCE DAILY

Provides the latest legislative, regulatory, and policy updates as well as updates on other key issues affecting care at home. Alliance staff experts are regularly in touch with legislators on Capitol Hill and leaders at state affiliates to bring readers the most up-to-date news.

**Subscribers:** 5,000

**Rates reflect a three-day run;** Monday, Tuesday, and Thursday



**Alliance Daily**  
The most trusted news source for care at home professionals

**Ohio Submits Medicaid Work Requirement Proposal**

**Highlights**

- Proposes for state waiver applications likely to succeed
- Almost 62,000 Ohioans likely to lose coverage under the proposal

[Learn More](#)

On Friday, March 7, 2025, the state of Ohio submitted a Medicaid waiver request to the federal government to establish work requirements in its Affordable Care Act (ACA) expansion. According to the waiver, individuals will have to prove that they are employed (or re-employment at the waiver), unless they are:

- over 50 years of age,
- in job training or school,
- participating in an alcohol and drug addiction treatment program

**Your Ad Here**

**Report: Proposed Spending Cuts Equal to Almost 20 Percent of All Medicaid Spending on Seniors & Disabled**

**Highlights**

- Some states far more impacted than others
- decrease per-beneficiary spending by \$100-\$700

[Learn More](#)

Proposals for cutting Medicaid spending currently circulating in the U.S. House of Representatives would amount to all Medicaid spending on nearly seventy percent of seniors and disabled people, according to a new report from KFF.

**Your Ad Here**

**Register Now for the 2025 Alliance Financial Summit**

- 2025 National Alliance for Care at Home Financial Summit
- July 27-29 in Chicago, IL
- [Save with Early Bird Registration Now!](#)

This is the premier conference for care at home executives and financial pros. Learn more at the link above.

**The Best Education for Care at Home Professionals**

The National Alliance for Care at Home produces the best education for professionals across the post-acute care continuum, especially targeting home care, home health, hospice, and palliative care.

Check out the [Education Center](#) and [Education page](#) at our two legacy websites for more on education at conferences, webinars, accreditation and more.

**Reach your target market!**  
Click here to advertise with the Alliance

**National Alliance for Care at Home**  
204 Sycamore Street, SE, Washington, DC 20003  
[About Us](#) | [See Our Content](#) | [View Web Version](#)  
[Update email preferences](#) | [unsubscribe](#)  
©2025 National Alliance for Care at Home

## AD SIZES AND RATES

### Primary Position: 630 x 100 pixels

- 1-5 Weeks:** Member - \$1,250/week | Non-Member - \$1,750/week
- 6-11 Weeks:** Member \$950/week | Non-Member - \$1,450/week
- 12-23 Weeks:** Member - \$750/week | Non-Member - \$1,150/week
- 24+ Weeks:** Member - \$650/week – Member | Non-Member - \$1,000/week

### Secondary Position: 630 x 100 pixels

- 1-5 Weeks:** Member - \$635/week | Non-Member - \$850/week
- 6-11 Weeks:** Member - \$580/week | Non-Member - \$775/week
- 12-23 Weeks:** Member - \$540/week | Non-Member - \$725/week
- 24+ Weeks:** Member - \$465/week | Non-Member - \$625/week

### Landscape Position: 300 x 100 pixels

- 1-5 Weeks:** Member - \$560/week | Non-Member - \$750/week
- 6-11 Weeks:** Member - \$540/week | Non-Member - \$725/week
- 12-23 Weeks:** Member - \$525/week | Non-Member - \$700/week
- 24+ Weeks:** Member - \$465/week | Non-Member - \$625/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
- Ads are due on Thursday by 2 p.m. ET the week prior to publishing

# Alliance Advertising (cont.)

## ALLIANCE WEEKLY

Alliance Weekly is designed for our full membership, 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, career development opportunities, and innovative ways to connect and network with other care at home professionals.

**Subscribers:** 21,112

**Publication Date:** Friday



## AD SIZES AND RATES

### Primary Position:

**630 x 100 pixels**

- Member: \$2,000/week
- Non-Member: \$2,500/week

### Secondary Position:

**630 x 100 pixels**

- Member: \$1,250/week
- Non-Member: \$1,475/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
- Ads are due on Thursday by 2 p.m. ET the week prior to publishing



# Targeted Updates and Tailored Communications

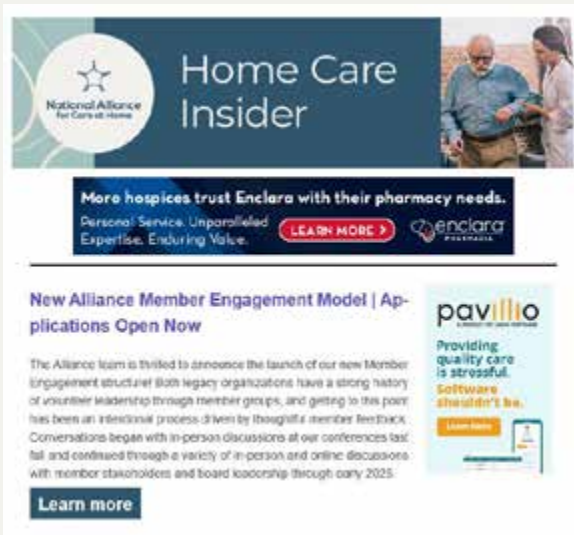
The Alliance offers specialized communication opportunities designed to reach specific groups within the home care industry. These targeted updates ensure your message reaches the right audience, providing valuable insights, resources, and engagement opportunities for those most interested in your services. Through curated content and strategic outreach, we help you connect with key stakeholders in a meaningful and impactful way.

## HOME CARE INSIDER

A weekly publication delivering the latest news and insights on issues affecting private duty home care.

**CIRCULATION:** 1,300

**PUBLICATION DATE:** Wednesday



## AD SIZES AND RATES

### Primary Position: 510 x 90 pixels (Banner)

- Member - \$225/week
- Non-Member - \$300/week

### Secondary Position: 208 x 229 pixels (Right-Hand Side)

- Member - \$185/week
- Non-Member - \$250/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
- Ads are due on Wednesday by 2 p.m. ET the week prior to publishing

510 X 90 PIXELS

208 X 229  
PIXELS



# Website Banner Ads

## [ALLIANCEFORCAREATHOME.ORG](http://ALLIANCEFORCAREATHOME.ORG)



As the leading national trade association for care at home providers, 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 66,500 visitors and 54,000 unique visitors.

Advertising on the Alliance website gets your message to our membership of over 10,000 plus home health, hospice, home care and palliative care providers – consisting of over 1 million plus staff, care in the home leaders, and other interested stakeholders, such as care in the home business solution vendors and consulting firms.

**1350 X 100 PIXELS**

**450 X 275 PIXELS**

**250 X 200 PIXELS**

### AD SIZES AND RATES

#### Leaderboard: 1350 x 100 pixels

- Member - \$825/month
- Non-Member - \$1,100/month

#### Small Rectangle: 250 x 200 pixels

- Member - \$390/month
- Non-Member - \$525/month

#### Medium Rectangle: 450 x 275 pixels

- Member - \$505/month
- Non-Member - \$675/month

### ONLINE ADVERTISING STATISTICS

**66,709**  
visitors per month

**54,000**  
unique visitors

### DEADLINES

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

# My Alliance Communities



## [COMMUNITY.ALLIANCEFORCAREATHOME.ORG/HOME](https://community.allianceforcareathome.org/home)

My Alliance is a community platform where care at home professionals can connect with peers and colleagues across the country, sharing knowledge, experience, and expertise. You will find:

- **Discussion Forums: [Join conversations](#)** on clinical practices, regulatory updates, and more
- **Resource Library:** Explore articles, archived chat recordings, research papers, and best practice guides
- **Webinars and Events:** Stay informed about upcoming webinars and conferences
- **Job Board:** Discover career opportunities and post job openings. Visit our Career Center
- **Special Interest Groups:** Collaborate with professionals in specific areas of interest, including discipline-specific groups like nursing, social work, and chaplaincy

“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/MCBEE INC**

## AD SIZES AND RATES

### Home Page Skyscraper

**125 x 600 pixels** (Right-Hand Vertical Column)

- **1x:** Member - \$485/month  
Non-member \$650/month;
- **3x:** Member \$435/month  
Non-Member \$585/month

### Interior Pages Skyscraper

**160 x 1000 pixels** (Right-Hand Vertical Column)

- **1x:** Member - \$490/month  
Non-Member \$550/month;
- **3x:** Member - \$370/month  
Non-Member - \$495/month

### Home Page Footer Ad

**962 x 125 pixels**

- **1x:** Member - \$485/month  
Non-Member - \$650/month;
- **3x:** Member - \$435/month  
Non-Members \$585/month

### Interior Page Banner

**640 x 125 pixels** (Top)

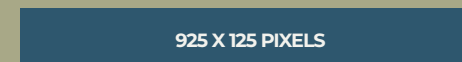
- **1x:** Member - \$490/month  
Non-Member - \$550/month;
- **3x:** Member - \$370/month  
Non-Member - \$495/month

## SPECIFICATIONS

**Format:** JPG, GIF, or PNG

**Click-Through Rate:** 133 per month (average)

**Impressions:** 33,000 per month (average)



# Webinar Support

## THIS IS AN EXCLUSIVE OPPORTUNITY FOR BUSINESS PARTNER MEMBERS.

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 events but also gain unlimited access to the materials and recordings, ensuring your brand stays in front of your target audience for months.

## SUPPORT INCLUDES

- Company name featured on webinar email promotion
- Company logo displayed on the webinar events page on Alliance website
- Company recognition on confirmation page, with hyperlink to your site
- Company logo featured on opening and closing slides
- Moderator mention during the webinar
- Access to registration list (including emails) after the webinar

## WEBINAR SUPPORTER RATES

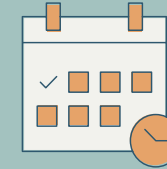
**Base:** \$2,000    **Premium:** \$2,750    **Non-Member:** \$3,500

## 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 publication date. Currently, we only offer one sponsorship opportunity for each webinar. **For upcoming webinars.** ►



Email [exhibits@allianceforcareathome.org](mailto:exhibits@allianceforcareathome.org) to learn more about exhibiting or supporting our in-person events.

## 2025 National Alliance for Care at Home Financial Summit

July 27-29 | Chicago, IL

## National Alliance for Care at Home | Hill Day

September 2025 | Washington, D.C.

## 2025 National Alliance for Care at Home Annual Meeting & Exposition

November 2-4 | New Orleans, LA



# Membership Mailing List Rental

Increase your company's visibility and reach potential prospects by purchasing the Alliance Membership Mailing List. The Alliance offers the largest and most comprehensive listing, representing more than 140,222 care at home professionals.

Our mailing list can be customized and targeted to meet your direct mailing needs. You can select Alliance members by provider (e.g., hospices, nursing homes, freestanding inpatient facilities, home care agencies, and programs for in-home patient care) or by profession (e.g., nurses, doctors, social workers, spiritual caregivers)

The lists are available in electronic format or as pressure-sensitive labels (additional shipping charges apply). The list is for one-time use only, and to protect member privacy, email addresses and phone numbers are not available for purchase.

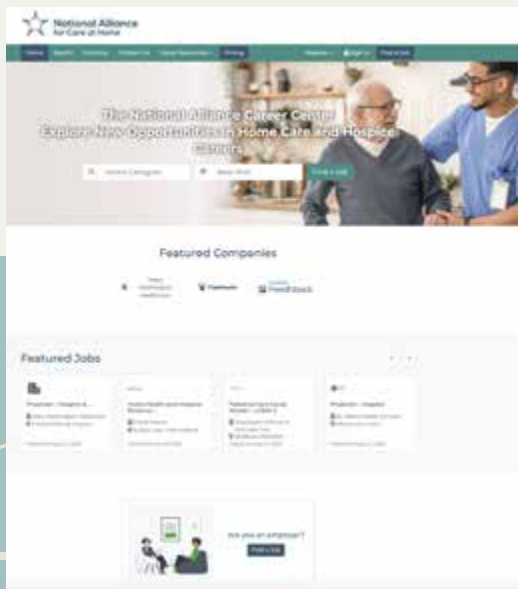
**For more information, contact Infocus Marketing at 800-708-5478 or [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com).**



# Alliance Career Center

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.

[CAREERS.ALLIANCEFORCAREATHOME.ORG](https://careers.allianceforcareathome.org)



## RATES

### Single Job Posting

- **30 Days:** Member - \$330 | Non-Member - \$630
- **60 Days:** Member - \$645 | Non-Member - \$945
- **90 Days:** Member - \$845 | Non-Member - \$1,145

**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.

### Two job posting options are available:

- Post only to the Alliance Career Center
- Reach high-quality candidates through the Alliance Career Center and the National Healthcare Career Network (NHCN). The NHCN links job boards of leading healthcare associations – the preferred resource for healthcare talent. Post to the NHCN and your job will be automatically distributed to all relevant association job boards in the network

### 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, and 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
<b>Ultimate Impression</b>	6 Months	100,000	<ul style="list-style-type: none"> <li>• Member - \$4,500</li> <li>• Non-Member - \$5,995</li> </ul>
<b>Premium Impression</b>	3 Months	70,000	<ul style="list-style-type: none"> <li>• Member - \$3,370</li> <li>• Non-Member - \$4,495</li> </ul>
<b>First Impression</b>	1 Month	35,000	<ul style="list-style-type: none"> <li>• Member - \$1,870</li> <li>• Non-Member - \$2,495</li> </ul>

## 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](mailto: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. Hosted by the National Alliance for Care at Home, 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.

## **MEMBER AD RATE:**

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

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

## **NON-MEMBER AD RATE:**

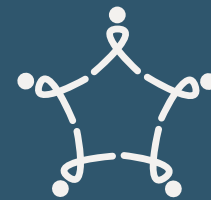
**1-5 Episodes:** \$1,750/episode

**6-10 Episodes:** \$1,590/episode

**Who Cares** is launching Spring 2025. Streaming data will be available following release.

Scripts should be submitted to [marketing@AllianceforCareatHome.org](mailto:marketing@AllianceforCareatHome.org). Aim for a 30-second ad read, or approximately 75-85 words. Alliance podcast hosts will read and produce your script. Episodes will feature no more than two ads.





**National Alliance  
for Care at Home**



**For more information, contact:**  
[advertising@allianceforcareathome.org](mailto:advertising@allianceforcareathome.org)