



Advocacy. Action. Answers on Aging.

n4a ANSWERS ON AGING FOR PROFESSIONALS

MEDIA
KIT

REACH

1,000

SERVICE PROVIDERS AND AREA AGENCY PROFESSIONALS

EVERY WEEK

THE n4a ANSWERS ON AGING FOR PROFESSIONALS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS IN THE AGING SERVICES INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of service providers and area agencies providing services to the aging elderly population, the n4a Answers on Aging for Professionals keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

n4a ANSWERS ON AGING FOR PROFESSIONALS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS

TOP TEN REASONS TO ADVERTISE IN **THE n4a ANSWERS ON AGING FOR PROFESSIONALS:**

1 CREDIBLE SOURCE

For over 35 years, our members have turned to the association as the informational authority of the industry. Advertising in the n4a Answers on Aging for Professionals solidifies your place among weekly information provided to n4a members.

2 TARGETED DISTRIBUTION

Advertising in the n4a Answers on Aging for Professionals allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to the n4a Answers on Aging for Professionals have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.

5 FREQUENCY

Frequency builds awareness. As a weekly publication, the n4a Answers on Aging for Professionals ensures your ad will be seen every day by our 1,000 subscribers.

6 AFFORDABLE

Advertising in the n4a Answers on Aging for Professionals is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the n4a Answers on Aging for Professionals has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the n4a Answers on Aging for Professionals.

10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

GREAT OPTIONS

MAKE IMPORTANT CHOICES EASY

THE n4a ANSWERS ON AGING FOR PROFESSIONALS GIVES VARIETY AND FLEXIBILITY IN ADVERTISING OPTIONS THAT ARE HARD TO FIND ANYWHERE ELSE.

ADVERTISING OPTIONS

A LEADERBOARD

Purchasing the Leaderboard position in the n4a Answers on Aging for Professionals provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.
File formats: JPEG, animated GIF
Maximum file size: 120k

B SKYSCRAPER

Skyscraper ads in the n4a Answers on Aging for Professionals are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px. Half: 120 px-by-300 px.
File formats: JPEG, animated GIF
Maximum file size: 150k Half: 75k

B1 HALF-SKYSCRAPER

C TOP TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of the n4a Answers on Aging for Professionals.

Dimensions: 468 px-by-60 px.
File formats: JPEG, animated GIF
Maximum file size: 50k

D PRODUCT SHOWCASE

The aging services industry is constantly changing. Showcase your latest product with this unique advertising opportunity.

Dimensions: 575 px-by-120 px.
File format: JPEG, animated GIF
Maximum file size: 75k

E CALLOUT TEXT ADS

Integrated into the look and feel of the n4a Answers on Aging for Professionals, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

F TRADITIONAL TEXT ADS

Leverage the power of words by purchasing a traditional text ad to drive traffic to your Web site. Text ads should be no more than 15 words with a short, five-word headline.

From: N4A Multibrief <n4a@multibriefs.com>
Reply-To: n4a@multibriefs.com
Date: Monday, November 10, 2008 2:51 PM
To: Answers on Aging for professionals

Need a mobile version? <http://www.multibriefs.com/brief/n4a071408.html>

A HUMANA
Plans Designed to Fit Every Individual

Answers on Aging
for professionals
July 14, 2009

n4a Quick Links > Home Advocacy Training & Events Programs Resources Join

This is a test sample of the new n4a e-newsletter. The official launch of this newsletter will be Thursday, July 16. If you have any problems with this transmission, or identify other issued that should be noted, please reply to cbaldrige@n4a.org.

HHS Rescinds, Delays Four Restrictive Medicaid Provisions
The Department of Health and Human Services has removed or postponed implementation of four unpopular Medicaid regulations that were already set to take effect. *More*

C Addus
Elderly Falls Tied to Canes and Walkers
More than 47,000 elderly falls occur in America each year that result in emergency room visits. Data shows that 129 Americans older than 65 were treated each day for injuries resulting from falls using walkers and canes. *More*

Policy Updates
New CMS Medicaid Proposal Opens Door for Increased Adult Day Services
Thousands of Medicaid beneficiaries who were previously limited to receiving care in an institutional setting may now be given the option to receive that care in their homes and communities. *More*

Providers And Medicare Battle: Who Owns Home Oxygen Equipment?
A Medicare rule limiting payments for oxygen providers is prompting an aggressive lobbying campaign by the industry and unintended consequences for patients. *More*

Bill Would Allow Medicare to Pay for Adult Day Care Services
Under the Medicare Adult Day Care Services Act of 2009, seniors and those with disabilities who qualify for home-care services would be able to choose whether they would like to receive care at home or at an adult day care center. *More*

D **CST** **BOB 3600**
Critical Signal Technologies
Our BOB 3600 personal emergency response system helps individuals feel safer and independent. Immediate access to our CST Care Center representatives can help reduce medical costs, ensure personal safety and promote overall well-being. ADVERTISEMENT

Innovation
Sensors Help Keep the Elderly Safe, and at Home
Increasingly, many older people who live alone are not truly alone. They are being watched by a flurry of new technologies designed to enable them to live independently and avoid expensive trips to the emergency room or nursing homes. *More*

Resources
New Ratings for America's Hospitals Now Available on Hospital Compare Web Site
Important new information was added to the Centers for Medicare & Medicaid Services' Hospital Compare Web site that reports how frequently patients return to a hospital after being discharged, a possible indicator of how well the facility did the first time around. *More*

E **Software Solutions for Humas Services Organizations**
Harmony Information Systems, Inc. helps agencies maximize client outcomes, improve the efficiency of service delivery, and ensure funding compliance by offering automated, easy-to-use, web-based software. *More* ADVERTISEMENT

HEALTHWAYS
Powerful Cost & Risk Reduction for Mature Populations

B **Addus HealthCare Services**
Jobs and Involvement in America's Communities

F **Addus HealthCare Services**
From companionship to specialized home health care, our services are designed to make your choice easier. www.addus.com

Powered by MULTIMEDIA

AD RATES

ALL PRICES REFLECT A 90-DAY PUBLICATION CYCLE

Leaderboard	\$5000	Product Showcase	\$3950
Top Traditional Banner	\$4000	Skyscraper	\$3000
Bottom Traditional Banner	\$4000	Half Skyscraper	\$2500
Callout Text Ads	\$2000	Traditional Text Ad	\$1500

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to graphics@multibriefs.com.

CONTACT US

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