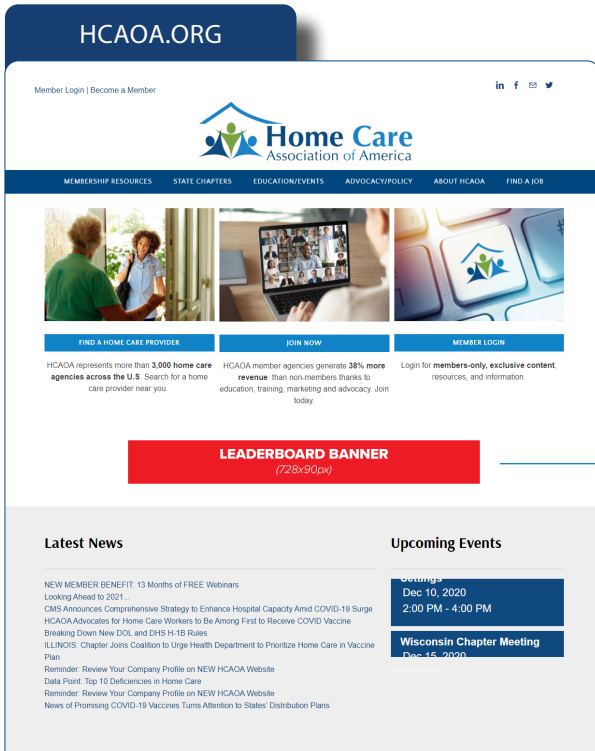


# REACH THE MEMBERS OF THE HOME CARE ASSOCIATION OF AMERICA



**Home Care**  
Association of America



A

## About HCAOA:

Reach 3,000 members that employ more than 500,000 caregivers across the U.S., paying more than \$4.8 Billion in payroll to employees. HCAOA members serve nearly 400,000 seniors and people with disabilities providing over 1 million hours of care per day.

The website banner placements allow for your company message to be displayed prominently throughout HCAOA.org, reaching the members of HCAOA all year.

## Pricing:

**A. Leaderboard Banner**  
728x90px | 10 Available | Run of Site  
**Non-Member: \$4,500/Year**  
**Member: \$3,500/Year**

**B. Interior Page Box Banner**  
200x200px | 10 Available | Most Interior Pages  
**Non-Member: \$3,000/Year**  
**Member: \$2,000/Year**

*All positions are available on a first-come, first-served basis.*

**Need Help With Ad Design?**  
Our graphic services are included



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# REACH THE MEMBERS OF THE HOME CARE ASSOCIATION OF AMERICA



HOME CARE INSIDER

January 1, 2021 HCAOA Website | Member Portal | Events

Home Care Insider  
Latest News From Home Care Association of America

**Lead Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et justo nulla. Nunc fames ante eget hendrerit efficitur. Praet id nisi sit amet orci facilisis tincidunt eu sit amet neque.

[Read More](#)

**LEADERBOARD BANNER**  
(600x90px)

**Second Lead Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et justo nulla. Nunc fames ante eget hendrerit efficitur. Praet id nisi sit amet orci facilisis tincidunt eu sit amet neque.

[Read More](#)

**BODY BANNER**  
(600x90px)

**Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et justo nulla.

[Read More](#)

**Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et justo nulla.

[Read More](#)

**SIDE BAR BANNER**  
(150x200px)

**Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et justo nulla.

[Read More](#)

**Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et justo nulla.

[Read More](#)

**SIDE BAR BANNER**  
(150x200px)

**BOX BANNERS**  
(150x125px)

Home Care Association of America  
The Hall of the States  
444 North Capitol Street NW, Suite 428  
Washington, DC 20001  
info@hcaoa.org • www.hcaoa.org • (202) 519-2960

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## About Home Care Insider:

HCAOA's Home Care Insider is the association's weekly eNewsletter publication, providing the members of HCAOA with the latest association and industry news. The weekly publication reaches 4,000 subscribers each Wednesday.

### Pricing:

A. Leaderboard Banner  
600x90px

**Non-Member: \$2,500/Quarter**  
**Member: \$2,000/Quarter**

B. Body Banner  
600x90px

**Non-Member: \$2,250/Quarter**  
**Member: \$1,750/Quarter**

C. Side Bar Banner  
150x200px | 2 Available

**Non-Member: \$2,000/Quarter**  
**Member: \$1,500/Quarter**

D. Box Banners  
150x125px | 3 Available

**Non-Member: \$1,750/Quarter**  
**Member: \$1,250/Quarter**

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# REACH THE MEMBERS OF THE HOME CARE ASSOCIATION OF AMERICA



## DEDICATED BLAST

The screenshot shows the AxisCare website interface. At the top, it says "DEDICATED BLAST". The main header features the AxisCare logo with the tagline "empowering home care". Below this is a section titled "WE KNOW YOUR BUSINESS" with a sub-header "Created by private duty agency owners, AxisCare understands the struggles home care providers face. Your needs helped shape the foundation of our service- a scheduling and management platform to promote efficiency and organization." There are three icons representing "Professional Live Support", "Trusted Partner", and "Mobile Champions". A section titled "Flexibility Counts" includes a list of features: Scheduling, GPS Caregiver App, History, Third Party Billing, Custom Reports, and Messaging. Below this is a "LEARN MORE" button. Another section titled "A Platform That Empowers" lists features: MOBILE COMPATIBLE, BEST-IN-CLASS MARKETING SUITE, and BILLING & PAYROLL INTEGRATION. At the bottom, there is a "CONNECT WITH US" section with social media icons and a "Powered by Conforma" logo.

## About HCAOA Dedicated Blast:

The HCAOA dedicated blast is an editorial article opportunity to reach the members of HCAOA. The opportunity is open to two vendors each month, allowing each to provide relevant content and messaging specific to their area of expertise, focus, or service. With this opportunity, vendors may position themselves as thought leaders within the industry.

### Pricing:

**A. Dedicated Blast**  
HTML or TXT File | Email Subject Line | ReplyTo Email  
**Non-Member: \$3,500/Month**  
**Member: \$2,500/Month**

*All positions are available on a first-come, first-served basis.*

**Need Help With Ad Design?**  
Our graphic services are included

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## Terms and Conditions

These are the Terms and Conditions of Association Revenue Partners (ARP), acting as the third-party vendor soliciting advertising on behalf of the Home Care Association of America (HCAOA) websites and e-newsletters: The term "Association" is used to define all Association Revenue Partner's publishing partners (including the HCAOA) for any and all media outlets represented.

1. All advertising (subject matter, form, wording, illustrations and typography) submitted is subject to the approval of Association Revenue Partners and Association. We reserve the right to refuse any advertising content that does not meet the ARP's and Association's standards of acceptance.
2. Association Revenue Partners reserves the right to refuse or discontinue using any advertisers (based on advertisements) or advertisements that could have a negative impact on any digital/print (including but not limited to websites, email newsletters, print publications, mobile applications, and association advertising) readers as determined by HCAOA management.
3. The subject matter, form, wording, illustrations and typography of all advertising are subject to approval by ARP and the Association, but unless otherwise authorized in advance, no change will be made without the consent of the Agency or Advertiser. Advertising content that attacks, criticizes or demeans any individual, race, religion, sex, age, national origin, veteran's status, institution, firm, business, profession, organization or affectional preference shall not be accepted.
4. All display advertisements submitted must plainly identify the name of the Advertiser.
5. Association Revenue Partners, as a company as of January 1, 2014, does not allow any political, religious, alcohol, tobacco, firearms, or sexually-related materials [a ban on sexually-related content should cover adult-related materials].
6. Type of heading, text, etc., shall not be the same or similar to that used by any Association partner news and editorial content that can be perceived as material provided by the publisher. Advertisements having the appearance of editorial material must have Advertisement printed above. ARP and the Association reserve the right to insert "Advertisement" above any copy.
7. Association Revenue Partners and our partner Associations shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. ARP and the Association shall not be liable for any other errors appearing in an advertisement unless ARP received corrected copy before the copy deadline, with corrections plainly noted thereon. In the event of an error in an advertisement for which ARP is liable as herein defined, its liability shall be limited to refunding such proportion of the entire cost of the advertisement as the space occupied by the error bears to the whole space occupied by such an advertisement.
8. The liability of ARP or the Association for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at the regular rate).
9. Terms of sale for ads: All payments are due upon securing placement unless otherwise specific in the agreement.
10. ARP may revoke the credit privileges of any Advertiser for failure to pay charges when due. ARP may declare all monies owed by an Advertiser immediately due and payable in full. ARP may also refuse or decline an Advertiser based on failure to pay charges when due on any past transactions between either ARP or the Association themselves (not limited to current advertising ventures).
11. If an account becomes delinquent, the Advertiser is responsible for paying collection costs, attorney's fees and any costs associated with placing the obligation with a collection agency or to an attorney for litigation.
12. A service charge of \$25 will be added to any check returned to ARP unpaid by the Advertiser's bank.
13. The Advertiser and/or Advertising Agency agrees to defend and indemnify ARP and the Association against any and all liability, losses or expenses arising from claim of defamation, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringement of copy rights and proprietary rights resulting from the publication of Advertiser's advertisement.
14. Advertisers and Agencies forwarding orders to ARP which contain incorrect rates and conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions enforced at that time.
15. Any Advertiser or Advertiser's Agency that do not adequately provide creative content five (5) business days prior to the drop date for space purchased will still be responsible for payment whether the placement runs correctly or not. The Advertiser is expected to approve or decline any creative designed by ARP within 48 hours. If approval or decline is not received, ARP will proceed as if it has been approved and run the creative.
16. ARP reserves the right to change advertising rates and conditions on thirty (30) days' written notice by any reasonable business means. In such an event, the Advertiser may amend or cancel contracts or space reservations as of the date of the change.
17. Cancellation policy: All Ad placements are limited in nature, and all cancellation requests must be made in writing within three (3) days of purchase.