



## 2013 MEDIA KIT



Connect with the \$2.5 billion  
Michigan home health care market

*2012-2013 Membership Directory*



FOR MORE INFORMATION, PLEASE CONTACT:

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





## Michigan Home Health Association

- Home Health Care Agencies in Michigan **spend more than 2.5 billion a year** on products and services. source: [www.statehealthfacts.org/](http://www.statehealthfacts.org/)
- Our membership directory **reaches the key directors and administrators at leading home health agencies** throughout Michigan. The directory will also **reach 100% of the discharge planning** departments.
- **The population of Michigan that is 65 years and older is estimated at about 13.4%** and within 20 years this age group is expected to double to more than 2 million by 2030, nearly 27 percent of the population.

### Our Readers Include:

- 100% of hospital discharge planning departments
- Directors and administrators at certified and private duty agencies
- Directors and administrators at hospices
- Home medical equipment suppliers
- Pharmacy/infusion companies
- Key legislators

### Our Members

We are the state trade association for a multibillion dollar Michigan home health care market. Our members include private duty, hospice, home medical equipment and pharmacy/infusion organizations.

**Capture your share of this \$2.5 billion dollar home health care industry. Participate today!**

## The MHHA 2012-2013 Membership Directory



### Tagline 1

The annual directory connects MHHA members with the product and service providers they need. The popular networking tool and purchasing guide is used throughout the year by members.

### Tagline 2

# 2012-2013 Membership Directory

## Net Advertising Rates

### DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

### Full-Color Rates

**1x**

Double Page Spread	\$3,339.50
Outside Back Cover	\$3,209.50
Inside Front or Inside Back Cover	\$2,989.50
Full Page	\$2,509.50
2/3 Page	\$1,989.50
1/2 Page	\$1,449.50
1/3 Page	\$1,219.50
1/4 Page	\$879.50
1/6 Page	\$679.50
1/8 Page	\$549.50

### Black-and-White Rates

**1x**

Full Page	\$1,679.50
2/3 Page	\$1,439.50
1/2 Page	\$1,039.50
1/3 Page	\$939.50
1/4 Page	\$669.50
1/6 Page	\$539.50
1/8 Page	\$449.50

## Special Advertising Section:

### Agency Showcase



This unique section allows you to showcase your services to discharge planners across Michigan. This is your chance to enhance your exposure to the key decision makers in Michigan's growing home health market who will reference the directory when making patient referrals.

## Special Advertising Section:

### Products and Services Marketplace



This is your chance to enhance your exposure to the key decision makers in Michigan's growing home health market. This special section is an economical way to showcase your company in full color to the people with whom you want to do business.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

MHH-R0013 (LR 8/12/2008 MHH-R0009)



# 2012-2013 Membership Directory

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> ACCOUNTANTS                                  | <input type="checkbox"/> GERIATRIC DAY CARE PROGRAM                      | <input type="checkbox"/> MONITORING SYSTEMS                              |
| <input type="checkbox"/> ACCREDITATION                                | <input type="checkbox"/> HAIR CARE SERVICE                               | <input type="checkbox"/> NATURAL ALTERNATIVES/INFRARED THERAPY           |
| <input type="checkbox"/> ACTIVITY COORDINATORS                        | <input type="checkbox"/> HANDICAP ACCESSABLE VEHICLES                    | <input type="checkbox"/> NON-MEDICAL HOME CARE                           |
| <input type="checkbox"/> ADULT HOME SERVICES                          | <input type="checkbox"/> HEALTH & INCONTINENCE SUPPLIES - HOME DELIVERED | <input type="checkbox"/> NURSE CALL SYSTEMS                              |
| <input type="checkbox"/> ADVERTISING SPECIALTIES                      | <input type="checkbox"/> HEALTH CARE FACILITY                            | <input type="checkbox"/> NURSING CARE & REHAB SERVICES                   |
| <input type="checkbox"/> AIR PURIFICATION SYSTEMS                     | <input type="checkbox"/> HEALTH CARE SERVICES                            | <input type="checkbox"/> NURSING CARE SERVICES                           |
| <input type="checkbox"/> ALZHEIMER'S SPECIAL CARE UNITS               | <input type="checkbox"/> HEALTH PRODUCTS/FOOD                            | <input type="checkbox"/> NUTRITIONAL PRODUCTS                            |
| <input type="checkbox"/> AMBULANCE SERVICE                            | <input type="checkbox"/> HEALTH SERVICES                                 | <input type="checkbox"/> OCCUPATIONAL THERAPY                            |
| <input type="checkbox"/> ASSISTED LIVING                              | <input type="checkbox"/> HOME CARE                                       | <input type="checkbox"/> ORGANIZATIONS                                   |
| <input type="checkbox"/> ASSOCIATIONS                                 | <input type="checkbox"/> HOME CARE-LIVE IN                               | <input type="checkbox"/> OUTREACH  |
| <input type="checkbox"/> ATTORNEYS                                    | <input type="checkbox"/> HOME CARE/LAUNDRY                               | <input type="checkbox"/> OXYGEN THERAPY                                  |
| <input type="checkbox"/> AUTOMATION/BILLING SERVICES                  | <input type="checkbox"/> HOME HEALTH                                     | <input type="checkbox"/> PATIENT AID PRODUCTS                            |
| <input type="checkbox"/> BACKGROUND SCREENING                         | <input type="checkbox"/> HOME HEALTH AGENCIES                            | <input type="checkbox"/> PATIENT CHART FORMS                             |
| <input type="checkbox"/> BATH FIXTURES                                | <input type="checkbox"/> HOME HEALTH BAGS                                | <input type="checkbox"/> PEDIATRIC HOME CARE                             |
| <input type="checkbox"/> BEDS & PATIENT ROOM FURNITURE                | <input type="checkbox"/> HOME HEALTH CARE INTEGRATED NETWORK             | <input type="checkbox"/> PERSONAL CARE                                   |
| <input type="checkbox"/> BILLING SERVICES                             | <input type="checkbox"/> HOME HEALTH CARE PROVIDER                       | <input type="checkbox"/> PERSONAL EMERGENCY ALARMS                       |
| <input type="checkbox"/> BUSINESS SYSTEMS                             | <input type="checkbox"/> HOME INFUSION                                   | <input type="checkbox"/> PERSONAL RESPONSE SERVICES                      |
| <input type="checkbox"/> BUYING ALLIANCE                              | <input type="checkbox"/> HOME INFUSION PHARMACY                          | <input type="checkbox"/> PEST MANAGEMENT                                 |
| <input type="checkbox"/> CANADIAN DISCOUNT PHARMACY                   | <input type="checkbox"/> HOME INFUSION/IV THERAPY                        | <input type="checkbox"/> PHARMACIES                                      |
| <input type="checkbox"/> CARE PLANNING SERVICE                        | <input type="checkbox"/> HOME MEDICAL EQUIPMENT                          | <input type="checkbox"/> PHYSICAL THERAPY                                |
| <input type="checkbox"/> CARPAL CONTROL                               | <input type="checkbox"/> HOME OXYGEN & DME                               | <input type="checkbox"/> PORTAGE COUNTY HOSPICE                          |
| <input type="checkbox"/> CARPAL TUNNEL THERAPY                        | <input type="checkbox"/> HOSPICE   | <input type="checkbox"/> POSITIONING DEVICES                             |
| <input type="checkbox"/> CELLULAR PHONE SERVICE                       | <input type="checkbox"/> HOUSE CALL PHYSICIANS                           | <input type="checkbox"/> PRESSURE RELIEF/REDUCTION                       |
| <input type="checkbox"/> CERTIFIED HOME HEALTH SERVICES               | <input type="checkbox"/> I.V. THERAPY                                    | <input type="checkbox"/> PRIVATE DUTY NURSING                            |
| <input type="checkbox"/> CHARTING SUPPLIES                            | <input type="checkbox"/> INCONTINENCE PRODUCTS                           | <input type="checkbox"/> PSYCHIATRIC CONSULTING                          |
| <input type="checkbox"/> CLINICAL & OPERATIONAL MANAGEMENT CONSULTING | <input type="checkbox"/> INFECTION CONTROL                               | <input type="checkbox"/> PT INR TESTING IN THE HOME                      |
| <input type="checkbox"/> CLOSET DOORS & ROOM DIVIDERS                 | <input type="checkbox"/> INFUSION PHARMACY                               | <input type="checkbox"/> PUBLICATIONS                                    |
| <input type="checkbox"/> COLLECTIONS                                  | <input type="checkbox"/> INSURANCE                                       | <input type="checkbox"/> QUALITY IMPROVEMENT ORGANIZATION                |
| <input type="checkbox"/> COMMUNITY SERVICES                           | <input type="checkbox"/> IT OUTSOURCING                                  | <input type="checkbox"/> RAMPS   |
| <input type="checkbox"/> COMPREHENSIVE SENIOR CARE                    | <input type="checkbox"/> LAB SERVICES & TESTING                          | <input type="checkbox"/> RECEIVABLES                                     |
| <input type="checkbox"/> COMPUTER HARDWARE & SOFTWARE                 | <input type="checkbox"/> LAUNDRY EQUIPMENT                               | <input type="checkbox"/> RECRUITMENT                                     |
| <input type="checkbox"/> COMPUTER SOFTWARE                            | <input type="checkbox"/> LEGAL SERVICES & ATTORNEYS                      | <input type="checkbox"/> REHABILITATION SERVICES                         |
| <input type="checkbox"/> CONSULTANTS                                  | <input type="checkbox"/> LIABILITY INSURANCE                             | <input type="checkbox"/> REIMBURSEMENT, CLINICAL & MANAGEMENT CONSULTING |
| <input type="checkbox"/> CPAs/BUSINESS ADVISORS                       | <input type="checkbox"/> LIFT & TRANSFER SYSTEMS                         | <input type="checkbox"/> RESPIRATORY EQUIPMENT & OXYGEN                  |
| <input type="checkbox"/> DEAF INTERPRETERS                            | <input type="checkbox"/> LONG TERM HEALTH CARE                           | <input type="checkbox"/> RESPIRATORY EQUIPMENT SERVICE & RENTAL          |
| <input type="checkbox"/> DIABETES TESTING SUPPLIES                    | <input type="checkbox"/> LYMPHEDEMA EQUIPMENT & SUPPLIES                 | <input type="checkbox"/> RESPITE CARE                                    |
| <input type="checkbox"/> DIET COUNSELING                              | <input type="checkbox"/> MAIL ORDER PHARMACEUTICAL MANAGEMENT            | <input type="checkbox"/> SKIN CARE                                       |
| <input type="checkbox"/> DME SUPPLIES                                 | <input type="checkbox"/> MEDICAL EQUIPMENT & SUPPLIES                    | <input type="checkbox"/> SOCIAL WORK CONSULTATION                        |
| <input type="checkbox"/> EDUCATION & TRAINING                         | <input type="checkbox"/> MEDICAL MANAGEMENT                              | <input type="checkbox"/> SOCIAL WORKERS                                  |
| <input type="checkbox"/> ELEVATORS & DUMBWAITERS                      | <input type="checkbox"/> MEDICAL STAFFING                                | <input type="checkbox"/> SOFTWARE  |
| <input type="checkbox"/> EMERGENCY RESPONSE                           | <input type="checkbox"/> MEDICAL STAFFING AGENCIES                       | <input type="checkbox"/> SPEECH PATHOLOGY                                |
| <input type="checkbox"/> EMPLOYEE RELATIONS SERVICES                  | <input type="checkbox"/> MEDICAL SUPPLIES                                | <input type="checkbox"/> SURGICAL DRESSINGS                              |
| <input type="checkbox"/> EMPLOYMENT OPPORTUNITIES                     | <input type="checkbox"/> MEDICAL TECHNOLOGY                              | <input type="checkbox"/> URINARY CARE PRODUCTS                           |
| <input type="checkbox"/> ENRICHED HOUSING                             | <input type="checkbox"/> MEDICAL UNIFORMS                                | <input type="checkbox"/> VENTILATORS                                     |
| <input type="checkbox"/> ENTERAL NUTRITION                            | <input type="checkbox"/> MEDICAL WASTE REMOVAL                           | <input type="checkbox"/> VIDEOS  |
| <input type="checkbox"/> FLOOR CARE                                   | <input type="checkbox"/> MENTAL HEALTH NURSING                           | <input type="checkbox"/> WHEELCHAIRS                                     |
| <input type="checkbox"/> FOOD SERVICE                                 | <input type="checkbox"/> MENTAL HEALTH SERVICES                          | <input type="checkbox"/> WORKER'S COMPENSATION                           |
| <input type="checkbox"/> FRINGE BENEFITS                              | <input type="checkbox"/> MERGERS & ACQUISITIONS                          | <input type="checkbox"/> WOUND CARE PRODUCTS                             |
| <input type="checkbox"/> FUNERAL PRE-PLANNING                         | <input type="checkbox"/> MOBILE X-RAY & EKG SERVICES                     | <input type="checkbox"/> X-RAY SUPPLIES & SERVICES                       |
| <input type="checkbox"/> GERIATRIC ASSESSMENT                         |  |  |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

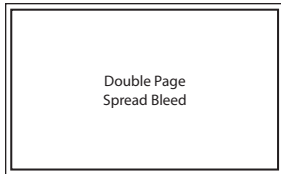




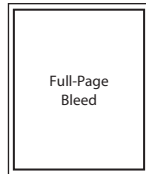
# 2012-2013 Membership Directory

## Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



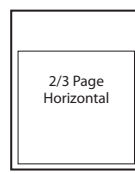
11.75" x 8.75"



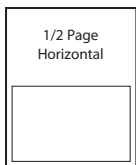
6" x 8.75"



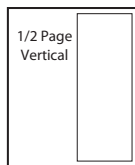
5" x 7.5"



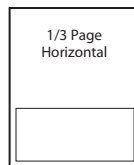
5" x 4.916"



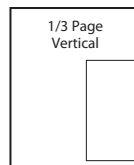
5" x 3.666"



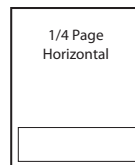
2.333" x 7.5"



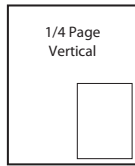
5" x 2.333"



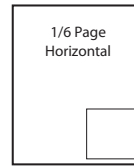
2.333" x 4.916"



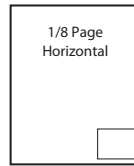
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333" x 1.666"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 10.75" x 7.5"

**Full Page Live Area:** 5" x 7.5"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



# 2012-2013 Membership Directory

## Agency Showcase

This unique section allows you to showcase your services to discharge planners across Michigan. This is your chance to enhance your exposure to the key decision-makers in Michigan's growing home health market who will reference the directory when making patient referrals. Located at the front portion of the **2012-2013 Membership Directory**, the Agency Showcase is an economical way to showcase your company, in full color, to the people with whom you want to do business.

### Select from the following options:

- 1/2-page horizontal, full color: **\$1,019.50**
- 1/4-page vertical, full color: **\$839.50**
- 1/8-page horizontal, full color: **\$439.50**



Sample

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). MHH-R0013 (LR 8/12/2008 MHH-R0009)

**Please sign and return to:**



# 2012-2013 Membership Directory

## Products and Services Showcase

This unique section allows you to showcase your products and services to certified and private duty agencies, hospices, home medical equipment suppliers and pharmacy/infusion companies throughout Michigan. This is your chance to enhance your exposure to the key decision-makers in Michigan's growing home health market who will reference the directory when searching for the products and services they use on a day-to-day basis. Located at the front portion of the **2012-2013 Membership Directory**, the Products and Services Showcase is an economical way to showcase your company in full color to the people with whom you want to do business.

### Please choose from the following options:

- 1/2-page horizontal, full color: **\$1,019.50**
- 1/4-page vertical, full color: **\$839.50**
- 1/8-page horizontal, full color: **\$439.50**



Sample

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). MHH-R0013 (LR 8/12/2008 MHH-R0009)

### Please sign and return to:



# 2012-2013 Membership Directory

## Company Profiles Section

Enhance your company's visibility by including your logo and profile in our **2012-2013 Membership Directory**. This special section highlights those companies that provide products and services to the members of Michigan Home Health Association. Adding your logo to your profile listing to the company profiles section sets your business apart from the competition.

### Select from the following options:

- 50-word profile: \$149.50**  
Company listing with 50-word profile  
One category listing  
Full contact information
  
- 50-word profile & black-and-white logo: \$249.50**  
Company listing with 50-word profile  
Black-and-white logo  
One category listing  
Full contact information

# ABC

123 Main Street  
Anytown, USA 55555  
Phone: (123) 456-7890  
Fax: (123) 456-0987  
www.abc\_co.com  
jsmith@abc.com  
Joe Smith, CEO

*Since 1975, ABC Company has provided quality products and services. Contact us for a quote today!*

**\*SAMPLE LISTING**

*All prices are per insertion. Invoices issued upon publication.*

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). MHH-R0013 (LR 8/12/2008 MHH-R0009)

**Please sign and return to:**





# 2012-2013 Membership Directory

## Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the **2012-2013 Membership Directory** is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around the **2012-2013 Membership Directory** with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

## Net Rates—Pieces Furnished by Advertiser\*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$3,769.50
1 page (2 surfaces)	<input type="checkbox"/> \$679.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$889.50
Postcard	<input type="checkbox"/> \$679.50

\*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3 pages (6 surfaces) or more available; quotes supplied upon request.

*All prices are per insertion.*

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). MHH-R0013 (LR 8/12/2008 MHH-R0009)

**Please sign and return to:**



# 2012-2013 Membership Directory

## Past Advertisers in MHHA's Membership Directory

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Michigan Home Health Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of MHHA.

5 Star Consultants, LLC  
A.C.E. Home Health Care Services, Inc.  
Abraham & Gaffney, P.C.  
Airway Oxygen  
Arcadia Health Care  
Bay Nursing, Inc.  
Beacon Home Care  
Beaumont Home Health Services  
Central Michigan Home Care  
CHAP, Inc. (Community Health Accreditation Program)  
Compassionate Care Home Health Services, Inc.  
Daily Living Home Care, Inc.  
District Health Department #4  
Dr. Mary E. Barna, DPM & Associates  
Dykema Gossett, PLLC-  
GCW Insurance Agency  
Generations Home Care Group  
Guardian Medical Monitoring, Inc.  
Health Care Partners, Inc.  
Healthcare Synergy  
Home & Hospice Advantage  
Home Care Answers  
In-House Diagnostics/MobilexUSA  
John Paul Home Care, Inc.

Kitch, Drutchas, Wagner, Valitutti & Sherbrook  
Kreis, Enderle, Hudgins & Borsos, P.C.  
Lakeland Home Care Solutions  
Lighthouse Insurance Group.  
Lutheran Home Care Agency/Hospice of Hope  
Maxim Health Services  
Mecosta County Medical Center Home Health Care  
Memorial Healthcare Center  
Mid Michigan Home Care  
Midwest DME Supply, Inc.  
Midwest Transit Equipment, Inc.  
Millennium Home Health Care, Inc.  
National Home Health Care Agency  
New Century Home Health Care, Inc.  
Pennock Homecare Services  
Pharmacists Mutual Companies  
Ralph C. Wilson Agency, Inc.  
Rowan Consulting Associates  
Senior Home Support  
Sunset Home Services - Certified  
Triumph Home Health Care  
United Home Health Services, Inc.  
Universal-Macomb Ambulance Service, Inc.  
VGM Group, Inc.

