



The Quarterly Report Newsletter

Advertising Overview

The Home Health Section's newsletter, *The Quarterly Report*, is published four times each year and distributed to all Section members, a handful of subscribers, APTA and component staff. *The Quarterly Report* features display advertising only.

Distribution

Each issue of *The Quarterly Report* is mailed to approximately 2,500 members and subscribers, but it is also permanent archived on the Home Health Section website where it is available to all current Home Health Section members at all times.

Approximately 56% of Home Health Section members work in management or administrative positions and 53% are clinical staff. The vast majority of Section members indicate that they are involved in choosing services and products used by agency and organization staff.

Advertising Availability

Display advertising is accepted for all issues of *The Quarterly Report*. Back Page advertising positions are restricted to 1 per issue.

Advertising Size Options and Deadlines

The Quarterly Report

Print newsletter published 4 times annually. Available to all members in electronic format at all times via website. Distribution/Issue: 2,500 members and subscribers. Ads are full color.

Title	Available Ad Size(s)	Deadline(s)	Price/Issue
Quarterly Report	Full Pg: 7 ½" wide x 9 ½" high	March 15 for	\$375
	Half Pg: 7 ½" wide x 4 ½" high (horizontal) OR 3 ½" wide x 9 ½" high (vertical)	Spring June 15 for Summer	\$250
	Qtr Pg: 7 ½" wide x 2" high (horizontal) OR 3 ½" wide x 4 ½" high (vertical)	September 15 for Fall November 15 for	\$175
	Back Pg by Reservation: 7 ½" wide x 4 ½" high	Winter	\$350

Discounts

Advertise in 4 sequential issues for a 10% discount. (The discount is applied after payment when purchased through the website.)

Specifications

All advertisements for *The Quarterly Report* must be provided in high resolution PDF or EPS to the ad size specified above, in full color, by the issue deadline.

Use the Advertising Order Form for all Home Health Section advertisements: <http://bit.ly/HHAdOrder>

OR

Purchase Online: Note that you may also order advertising through the Home Health Section online store:

<http://www.homehealthsection.org/store>