

The National Home Infusion Association, publisher of *Infusion*, is the national association representing the alternate-site infusion therapy industry. Based in Alexandria, Virginia, NHIA provides legislative and regulatory representation, educational programming, and a variety of information resources to companies and individuals working in alternate site IV therapy.

As cost control pressures intensify—and the health care market re-engineers and reconfigures to adapt to these forces—the alternate-site infusion therapy community needs a voice more than ever.

Since its founding in 1991, NHIA has represented the infusion industry on a wide range of issues, including:

- Coverage and reimbursement related to infusion therapy under Medicare, Medicaid, as well as with private sector payers
- State legislation and regulation affecting infusion therapy practice, including state board of pharmacy regulations, and USP requirements regarding sterile product compounding, and more
- Accreditation standards
- Development of electronic coding and claiming standards for IV therapy
- Educational programs addressing the most critical needs and opportunities for the infusion therapy community
- Development of critical financial and operational benchmarks
- Ensuring reimbursement for infusion professional services

Opportunities for Corporate Involvement

Advertising in *Infusion* is one way to position your company in the fast-paced infusion marketplace. Another is to increase your involvement in the industry through Corporate Membership in NHIA.

NHIA Corporate Membership defines a true partnership between NHIA and your company and demonstrates your commitment to the alternate site infusion industry. Corporate Members gain maximum visibility before providers, as well as opportunities for program development, access to the *Infusion* magazine circulation list, meeting and advertising discounts, and more.

For information about NHIA Corporate Membership, exhibiting at the NHIA Annual Conference, or sponsorship opportunities, call NHIA today at **703-838-2665**.

Program Sponsorship at the NHIA Annual Conference

Sponsoring an educational program at the NHIA Annual Conference is another great way to gain visibility for your company in the infusion market. Attended by owner/managers, pharmacists, nurses, and other key infusion professionals, the NHIA Annual Conference offers the highest quality educational programming in infusion therapy.

NHIA Members: A Snapshot

- **NHIA is the industry.** NHIA provider members are active home infusion therapy companies. Through membership in NHIA, home IV nurses, pharmacists, managers, and reimbursement specialists have a voice and a resource. NHIA also now offers business firm affiliate and individual affiliate memberships.
- **NHIA member companies provide high-quality care.** An estimated 90 percent of NHIA members have successfully completed a process of voluntary accreditation for home infusion therapy services. Nearly four out of five NHIA member companies operate a dedicated pharmacy clean room for the compounding of sterile preparations.
- **NHIA members are diversified.** In addition to home infusion therapy services, many NHIA members have a wide range of corporate affiliations and services in the areas of compounding pharmacy services, home nursing services, and specialty pharmacy services. In addition, many are hospital-owned, or partner with hospitals and physicians.
- **NHIA members are expanding the boundaries of alternate-site care.** Approximately 40–50 percent of NHIA members operate an ambulatory infusion center for patients unable to administer therapies at home. In addition, one-third provide infusion therapy services to long-term care facilities, 60 percent work with hospices, and nearly 15 percent work with outpatient surgery centers.

Alternate site infusion therapy has been one of the hardest markets for health care manufacturers and distributors to reach. There are so many different practice settings, and so many different decisionmakers.

Infusion is the only national publication that offers advertisers the ability to reach the entire alternate site infusion market: Pharmacists, nurses, managers, reimbursement, and sales and marketing professionals as well as such key decision makers as physicians, case managers, and hospital discharge planners.

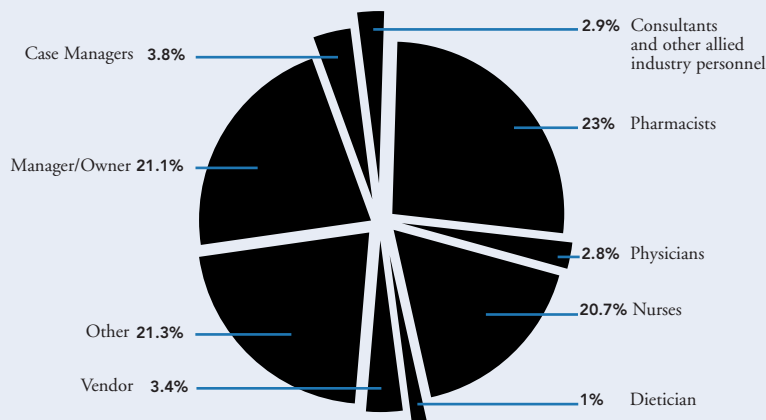
Infusion is the only publication exclusively focused on this market—one of the fastest growing in health care today. As cost containment efforts continue, the alternate site infusion market is projected to expand. Revenues this year are projected to be more than \$5 billion.

Qualified Circulation: 15,140

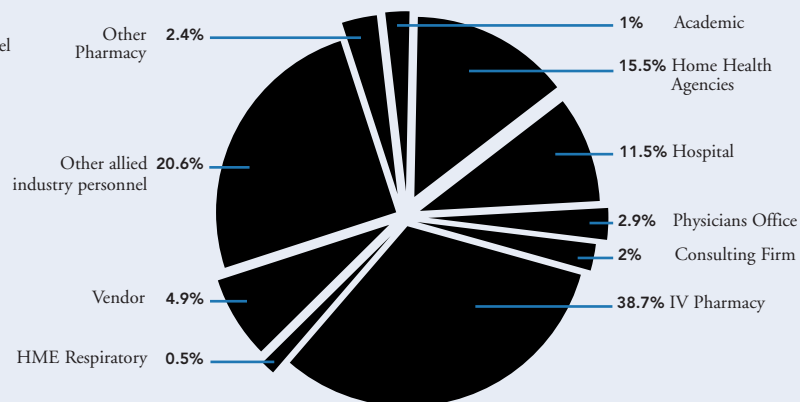
Pharmacists	3,482
Nurses	3,134
Manager/Owner	3,195
Other	3,225
Case managers	575
Physicians	424
Consultants and other allied industry personnel	439
Dietitian	151
Vendor	515

Infusion Circulation Breakdown

BY JOB TITLE



BY PRACTICE SETTING



Infusion is the only publication in the United States that reaches the entire range of alternate site infusion therapy providers.

With a page rate of just \$226 per 1,000 circulation (one page B/W), Infusion offers advertisers a tremendous opportunity for visibility in this hard-to-reach marketplace.

Closing Dates

Space reservations must be received by the publisher on or before the first of the month preceding the issue date. Artwork must be received by the publisher on or before the tenth of the month preceding the issue date and should be sent to:

Infusion
100 Daingerfield Road
Alexandria, VA 22314

Pricing for Inserts

- Single-leaf (printed one side): Earned B/W rate plus tipping charge
- Single-leaf (printed both sides): 1.5x earned B/W rate plus tipping charge
- Three or more pages: Call publisher for information
- Tipping charge for all inserts: \$600
- Matched colors include any non-process color.

Color Rates

- Standard process colors: Earned B/W rates plus \$550 per color (per page or any fraction)
- Matched colors*: Earned B/W rates plus \$750 per color (per page or any fraction)
- Four-color: Earned B/W rates plus \$1,890 (per page or any fraction)
- Fifth color: Four color rates plus \$400

For more information about advertising in INFUSION, or to place an insertion order, call David Gershman 703-838-2665.

Classified Advertising

For pricing and specifications for classified advertising, including display classifieds, please call NHIA at 703-549-3740.

Special Orders

For information on pricing on business reply cards, advertising supplements, advertorials, or reprints, please contact the publisher's representative.

Rate Schedule

<i>B/W Rates</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>12x</i>
1 page	\$3,800	\$3,500	\$3,225	\$3,075
2/3 page	2,550	2,350	2,275	2,090
1/2 page	2,200	2,125	1,950	1,725
1/2 page island	2,400	2,350	2,150	1,900
1/3 page (vertical)	1,425	1,375	1,250	1,150
1/3 page (square)	1,525	1,475	1,350	1,250
1/6 page (vertical)	990	960	900	850
Next to contents	4,575	4,200	3,900	3,690
Page 1	4,225	3,900	3,600	3,425
Cover 2	4,225	3,900	3,600	3,425
Cover 3	4,225	3,900	3,600	3,425
Cover 4 (full 4 or 5 color only)	6,300	6,100	5,725	5,300

Advertising materials for web offset reproduction are acceptable and preferred in the following order:

Electronic File Requirements

- Ads can be composed on either Mac or PC platform.
- Colors available: PMS matched, process, 4-color process, simulated metallic
- Layout applications include: QuarkXpress, and InDesign.
- Supporting applications include: Illustrator, Freehand, Photoshop (Tiff or EPS format), Corel Draw, and Acrobat.
- Native page layout documents, PostScript, or PDF files only.
- Document size must be the same as final trim size.
- All bleeds must be at least 1/8 inch beyond trim.
- All live text or images should be 1/4 inch from trim.
- Linework – 1200 dpi
- Halftone work – 300 dpi/133 line screen
- Send all fonts and supporting artwork files.
- No stylized fonts or Truetype fonts.
- Include a laser proof printed at 100%. Indicate ad name, size, and color information (all color ads must include digital color proof).
- Label file with name of publication and include a printed a disc directory.
- A laser proof or PDF file should be sent to:
 Infusion
 100 Daingerfield Road or **fax:** 703-683-1484
 Alexandria, VA 22314 **email:** david.gershman@nhia.org

Insert Requirements

Please call NHIA for insert requirements.
 To have a complete set of guidelines faxed to you, call NHIA at 703-838-2661.

Type of Binding

Saddle-stitched

Disposition of Plates

Printing materials held for one year, then destroyed unless instructed otherwise

Halftone Screen

Covers: 150 screen
 Inside pages: 4/c: recommended, 133 and 150 acceptable; b/w, 2/c: 133 recommended, 120 acceptable

Issuance

Frequency: bimonthly
 Issue date: first week of month

Addresses for Mailing and Shipping

Contracts, insertion orders, publication set copy, complete offset materials (plates, progressives, proofs), and insert dummy for approval should be sent to:

Infusion
 100 Daingerfield Road
 Alexandria, VA 22314

Advertising Specs

	HORIZONTAL AD		VERTICAL AD	
	Wide	Deep	Wide	Deep
Bleed Sizes				
1 page	■	■	8-1/4" x	11 1/8"*
Spread	16-1/2" x	11-1/8"*	■	■
Gutter Bleed	■	■	■	■
Plate Sizes				
1 page	■	■	7" x	10" **
2/3 page	■	■	4-1/2" x	10"
1/2 page	7" x	5"	■	■
1/2 page (island)	■	■	4-1/2" x	7-1/2"
1/3 page (vertical)	■	■	2-1/8" x	10"
1/3 page (square)	■	■	4-1/2" x	5"
1/6 page	■	■	2-1/8" x	5"

* Trim size of publication is 8-1/8" x 10-7/8". 1/8" is trimmed off top, bottom and outside edge.

** Allow 1/2" safety margin inside trimmed edges for all live matter.