

Take Care to Prepare

2018 Sponsorship Overview



Cover Sponsor

- Limited to 3 Sponsors (Industry Exclusivity)
- Receivables:
 - Logo on Cover
 - Full page advertisement in premium placement (7.5"W x 10" H)
 - Half page ad in their section of choice (Horizontal 7.5"W x 5"H, Vertical 3.675"W x 10"H)
 - Company name/logo included on digital Flipbook version of the guide with hyperlink to your website
 - Logo on marketing materials – in print/online/social media/email campaigns
 - (50) copies guide for distribution
- Cost: \$5,000

Section Sponsor

- Sponsor a featured section: Estate Planning, Paying for Care, Senior Living Options, Senior Resources, or Transitioning
- Receivables:
 - Full Page ad opposite the section front (7.5"W x 10" H)
 - "Section Brought To You By" and logo on section front
 - (25) copies of guide for distribution
- Cost: \$2,500

HCN HEALTHCARE NEWS

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