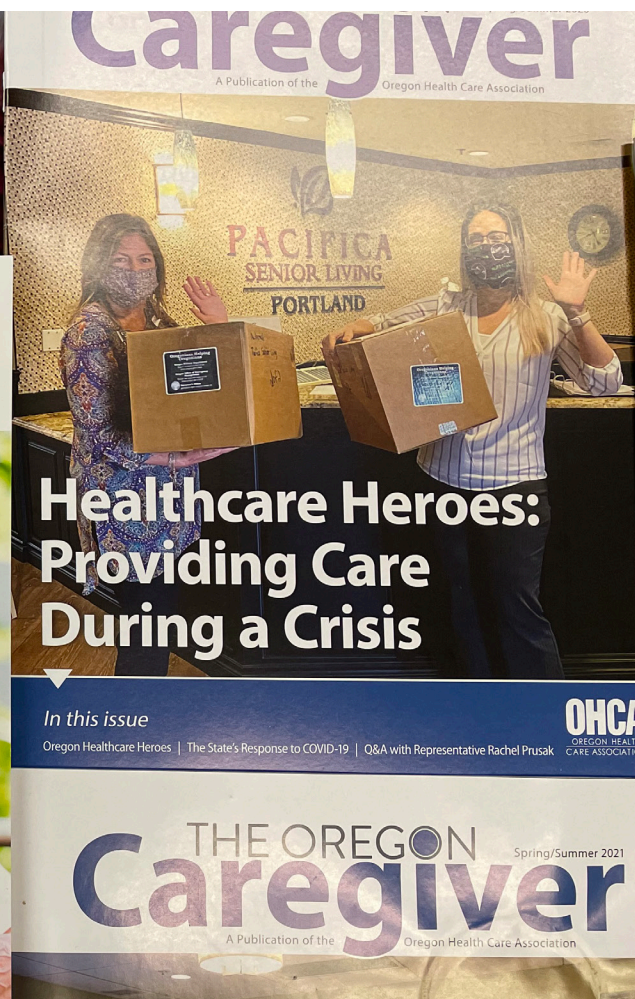


2023

OHCA Advertising Guide



Build Brand Awareness with and Gain Exposure to Thousands of Oregon's Long Term Care Providers

ABOUT THE OHCA BUSINESS PARTNER PROGRAM

Companies who do business in the long term care profession are invited to join OHCA as business partner members to enhance their business development efforts and build brand awareness and visibility with Oregon's long term care provider operators, leaders, and decision-makers.

Advertising

Business partner members receive reduced rates when they advertise in OHCA publications like our directory, magazine, and event programs.

Business Development and Positioning as Experts

Business partners have the opportunity to position themselves as the experts in their fields of business. OHCA encourages business partners to work with our events and education team on speaking opportunities at one of OHCA's many events held throughout the year.

By providing educational content and content for other OHCA communications channels, business partners have the chance to position themselves as experts in their field, get in front of and engage with decision-makers, build brand recognition, and set themselves apart from competitors.

Printed Membership Directory

Business partner members receive a complimentary copy of OHCA's Membership Directory which lists all companies/facilities and business partners that are members of the association.

Online Business Partner Directory

On our website at www.ohca.com/buyers-guide, visitors and provider members can view a list of OHCA member business partners. This list is searchable by category and by name. OHCA members turn to business partners first when searching for vendors and service providers.

Sponsorship and Exhibits

There are many opportunities for business partner members to showcase their businesses at a wide variety of OHCA's annual events, educational events, and member meetings.

Membership Fee

\$400 Annually

To Join

Contact Rosie Ward at rward@ohca.com or 503-726-5226.

OHCA MEMBERSHIP BY THE NUMBERS

Assisted Living Facilities/Residential Care Facilities:

515 Total Members
24,661 In-State Beds

Nursing/Skilled Nursing Facilities:

118 Total Members
10,014 In-State Beds

Independent Living/Senior Housing Communities:

107 Total Members
8,284 In-State Beds

In-Home Care/Home Health Care Agencies:

65 Total Member Organizations
Thousands of Clients

Operators:

140 Total Members

Business Partners:

239 Total Members

OHCA facility members also own or operate an additional 24,410 assisted living, residential care, and nursing facility beds in states outside of Oregon.

EVENT PROGRAM/BAG ADVERTISING

Advertise with OHCA or our publishing partner.

Business partner members may participate in OHCA event program and registration bag advertising options. For annual sponsors, the following options may count toward your annual sponsorship commitment.

SPRING EXPO AND ANNUAL CONVENTION EVENT PROGRAM AND BAG FLIER ADVERTISEMENTS

Spring Expo and Annual Convention program and registration bag flier advertisers are encouraged to attend the event related to their advertisement and receive pre-event and post-event registration lists.

Registration bag flier advertisers may submit 1 single or double paged flier, full color, for inclusion in the event registration bags.

Spring Expo Program Advertisements

The OHCA Spring Expo is attended by approximately 400 attendees. The full-color event program is shared with all event attendees in the event registration bag and digitally in all event promotions.

- Back of Cover Ad Rate: \$1,500
- Back Page Ad Rate: \$1,500
- Half Page Ad Rate: \$1,000
- Quarter Page Ad Rate: \$800
- Registration Bag Flier Ad Rate: \$1,000

Annual Convention Program Advertisements

The OHCA Annual Convention is attended by approximately 1,400 attendees. The full-color event program is shared with all event attendees in the event registration bag and digitally in all event promotions.

- Back of Cover Ad Rate: \$2,500
- Back Page Ad Rate: \$2,000
- Half Page Ad Rate: \$1,300
- Quarter Page Ad Rate: \$1,000
- Registration Bag Flier Ad Rate: \$2,000

ALF/RCF 40-HOUR ADMINISTRATORS TRAINING COURSE MATERIALS BINDER ADVERTISEMENTS

The ALF/RCF 40-Hour Administrator Training Course is held 10 times per year and each course is attended by 20-40 assisted living and residential care administrators in training.

Materials binders advertisers may submit 1 single or double paged flier, full color, for inclusion in the course materials binder for the entire year (all 10 courses). Advertisers are not able to attend these courses.

Course materials are shared digitally with all registrants and printed copies are distributed to individuals purchasing a copy of the materials binder.

- Materials Binder Flier Advertisement Rate (annual rate, for inclusion in all 10 course materials binders): \$1,000

Purchase Event Program/Materials Advertisements on the OHCA Member Portal or Contact:

Rosie Ward, Senior Vice President
rward@ohca.com, (503) 726-5226

MAGAZINE/DIRECTORY ADVERTISING

Advertise in the OHCA Membership Directory and the Oregon Caregiver Magazine.

Business partner members and non-members may purchase advertisements in the OHCA Membership Directory and the Oregon Caregiver magazine. Advertisers are encouraged to join OHCA as business partner members to gain member pricing and additional member benefits.

For annual sponsors, these options do not count toward your annual sponsorship commitment.

ANNUAL MEMBERSHIP DIRECTORY AND OREGON CAREGIVER MAGAZINE ADVERTISEMENTS

The OHCA Membership Directory (2,000 copies) is mailed annually in January to our members which include long term care operators and owners, facility administrators, managers, executive directors, and business partners. Our members regularly use and refer to the Membership Directory and many keep the directory right on their desks!

The Oregon Caregiver magazine (2,000 copies) is mailed twice per year to our members which include long term care operators and owners, facility administrators, managers, executive directors, and business partners as well as non-member stakeholders like policy makers. The magazine is also distributed at our Spring Expo and Annual Convention and at some OHCA events attended by administrators, nurses, and other facility staff, and is shared digitally in the OHCA newsletter (sent to 4,000 decision-makers in long term care organizations), on the OHCA website, and on OHCA social media channels. Many members keep the magazine in their staff break rooms and common room areas.

Contact LLM Publications, our publishing partner, for more information and to secure your advertisement. Discounted advertisement rates are available for OHCA business partner members.

Discounted advertisement bundles are available for organizations who wish to advertise in both the Membership Directory and the Oregon Caregiver.

Purchase Directory and Magazine Advertisements Through our Publisher, LLM Publications:

Ronnie Jacko, Ronnie@llmpubs.com
(503) 445-2234

