



## Delaware Health Care Facilities Association

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Email: [cheiks@dhcfa.org](mailto:cheiks@dhcfa.org)

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To: DHCFA Associates and Future Associates  
From: Cheryl Heiks, Executive Director  
Re: 2020 Associate Membership Opportunity

Delaware's long term care and post-acute care community continues to grow and offers diversified, outstanding healthcare services throughout the state. The support the providers receive from stakeholders helps to make their organizations success possible and most importantly, preserves and protects the health of the patient community. Long term care health care delivery continues to evolve with changes coming in federal and state oversight, and new rules and reimbursement systems. Looking ahead to 2020, additional challenges are ahead, including a National and Gubernatorial election. Thanks to your organizations' support on behalf of the growing number of Delaware's LTC and Post-Acute Providers, DHCFA continues to make a difference across the healthcare continuum. We look forward to having you join us, or welcoming you back as an Associate Member in 2020.

DHCFA Membership Directories are published yearly, provided to all members, hospital systems, government agencies, State and National Legislators and other referral agencies. Associate Membership in Delaware Health Care Facilities Association remains very affordable at \$550.00 per year. *Benefits of memberships include:*

- ✓ Associate Member Information listing in our popular Membership Directory
- ✓ Membership Directory Advertising Opportunities (*for members only*)
- ✓ Resource Information about Delaware Providers, Regulatory State Agencies and more!
- ✓ Networking Opportunities - Exposure to your products and services via Advertising, Sponsorship Opportunities or participation in Educational offerings, Annual Meeting and our Trade Show & Educational Conference
- ✓ Discounted pricing for attendance at educational events, Annual Meeting, Trade Show – *Members pay significantly less to exhibit in Trade Show!*
- ✓ Web Page Listing, Webpage Banner Advertising Opportunities and branded web content
- ✓ Legislative and Regulatory Resources
- ✓ Resources and more... (*Available to Members Only*) – *Includes the latest local and national regulatory changes, the latest in Long Term Care policies, Member News, and Upcoming Program announcements*
- ✓ Listing in our Web Page Associate Member Directory

We are enclosing a membership packet that includes the following:

- ✓ 2020 Membership Form – Please complete to ensure accuracy in our directory and web listing. (Existing members need only submit changes to current directory information.)
- ✓ "Membership Directory Advertising Order Form" – Provider and Associate Members only!
- ✓ W9 Form

We look forward to welcoming you to membership in the Delaware Health Care Facilities Association in 2020 and ask that you do not hesitate to call us if you have any questions.

Thank You,  
Cheryl Heiks, Executive Director

# DHCFA's 2020 MEMBER SERVICES DIRECTORY ADVERTISING

Advertising in DHCFA'S Membership Directory offers maximum exposure of your products and services in an affordable manner and shows your support of Delaware Providers. The Member Services Directory includes a listing of all Long Term Care Provider and Associate Members. The DHCFA Membership Directories are provided to all members, hospital discharge planners, government, State and National Legislators and other referral agencies and stakeholders.

[Showcase your facility or company by advertising!](#)

**DEADLINES:** Camera-ready ads must be received by: **March 27, 2020**

**ADVERTISERS:** Ads from both facility and associate members only are accepted.

**PRODUCTION INFORMATION:** Membership Directory ads are 8 x10 and black and white; except for the inside front, inside back and back cover pages which are in color. The publication size measures (8 x 10"). The membership directory prints two sided with the ads only printing on one side, with no bleeds or spreads. Please send your ads in pdf format to Pam Cohen at: [assistant@dhcfa.org](mailto:assistant@dhcfa.org)

## **ADVERTISING OBLIGATIONS AND POSITIONING:**

All advertising is positioned in accordance with the requirements of editorial layout. The publisher reserves the right to reject advertising that does not conform to the editorial and graphic standards of DHCFA, or for any other reason. Requests for special positioning, to exclude other advertisements for whatever reason or for "exclusivity" on a page or pages cannot be honored.

Advertisers and/ or their representatives assume liability for the content of advertisements and responsibility for any claims arising against the publisher. The publisher assumes no responsibility for any type set by the publisher or subcontractors. In any case, the publisher's liability for any error will not exceed the charge of the advertisement in question.

Ads will be placed in alphabetical order with the exception of cover page ads.

**PAYMENT:** A completed and signed insertion order and payment in full must be submitted with advertising orders. If the publisher does not receive the insertion order and payment prior to publication and by due date, the publisher is not obligated to print ad.

**INFORMATION:** Request/s for information or questions about advertising in the directory, or any editorial matter and general correspondence should be directed to Jennifer White at email address: [assistant@dhcfa.org](mailto:assistant@dhcfa.org)

## **Size / Measurement:**

\*Full Page (8"x 10")

\*Multiple Full Pages (2 or more)

\*Full Page - Inside Front Cover (Color)

\*Full Page - Inside Back Cover (Color)

## **Rate:**

\$ 300.00

\$ 160 (each page)

\$ 450

\$ 375

Please complete the Advertisement Insert Order Form within this packet, and mail it in with your payment to:

DHCFA, 501 Silverside Rd, Ste 51, Wilmington, DE 19810

Deadline date to receive order form, payment and AD is no later than: **March 27, 2020** to be included in the Membership Directory. Ads will be accepted on a first come, first served basis. Please call our office at (302) 235-6895 or you can e-mail Pam Cohen at: [assistant@dhcfa.org](mailto:assistant@dhcfa.org) with any questions you may have regarding Advertising.

