



2021 RURAL HEALTH ENGAGEMENT



PUBLICATIONS

NRHA *today*

National Rural Health Association Newsletter

NRHA Today is an electronic newsletter emailed 45 weeks annually to 13,000 rural health professionals.

- There are nine ads per week in NRHA Today.
- Static images at 300 x 150 pixels in .jpg, .gif, and .png formats are accepted.
- Advertisers must provide a link to accompany their ad.
- Animated or text link advertisements are not accepted.
- NRHA reserves the right to refuse any advertisements.
- There are no issues published during the weeks of New Year's Day, Independence Day, Thanksgiving, Christmas, or during the weeks NRHA hosts major conferences.
- \$800/ad per issue

Rural Horizons

Rural Horizons is a printed magazine quarterly publication.

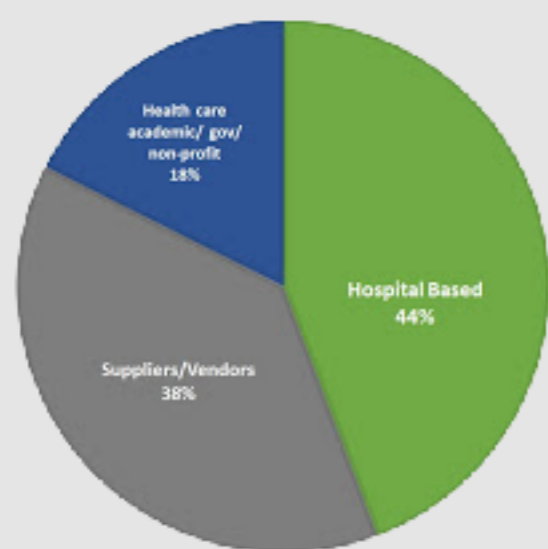
- Circulation of 7,500 plus an email summary that links to full articles on the content hub online
- Inside ads are 500 x500 pixels—\$500 (only three per issue)
- Back page ad is 2400 x 2175 pixels—\$1,500 (only one per issue)
- Upcoming issues:
 - Spring 2021, art due by Feb 15
 - Summer 2021, art due by June 15
 - Fall 2021, art due by Aug 27
 - Winter 2021, art due by Nov 29

More prosperous engagement and marketing opportunities on pages to follow.

Contact Colleen Bay
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CONFERENCES

EDUCATING AND CONNECTING THE RURAL
HEALTH COMMUNITY



RURAL HEALTH CLINIC & CRITICAL ACCESS HOSPITAL CONFERENCES KANSAS CITY, MO SEPT 21-24, 2021

The largest gathering of critical access hospital executives in the world. Take advantage of educational and networking opportunities designed for clinic and hospital professionals and board members serving rural America. The opportunity to participate in this event is exclusive to NRHA partners. 500+ attendees.

There are no sponsorship opportunities at this time for vendors that are not in the NRHA Partnership Program.

RURAL HEALTH POLICY INSTITUTE - WASHINGTON DC FEB 8-10, 2022

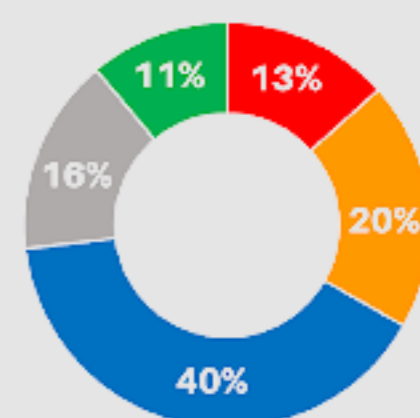
Join NRHA and hundreds of rural health advocates from across the nation for the largest rural advocacy event in the country. The opportunity to participate in this event is exclusive to NRHA partners. 400+ attendees

There are no sponsorship opportunities for vendors that are not in the NRHA Partnership Program.

ANNUAL RURAL HEALTH CONFERENCE ALBUQUERQUE, NM MAY 10-13, 2022

The largest and most comprehensive rural health conference in the world, created for everyone with an interest in rural healthcare. This event also includes the NRHA Rural Health Innovation Summit, Health Equity Conference, and Rural Medical Education Conference. 1200+ attendees.

2021 Virtual Attendance by
Organization



- Academic
- Rural Healthcare Facilities
- Services and Solutions
- Government
- Healthcare Organizations

Contact Larry Bedell bedell@nrhasc.com

NRHA is prepared to pivot to an alternative format in the event a traditional conference is not possible.

NRHA PARTNERSHIP

Business solutions must meet the following criteria to be considered:

- Current success in serving rural hospitals and/or clinics
- Great references regarding quality, accessibility, and solution value to rural hospitals
- Scalability to a national marketing program

Two Introductory Programs Available

NRHA Partner
Pipeline Partner



Get involved and get your sales team busy connecting to C-Suites in rural hospitals. The Pipeline level is ideal for organizations new to the rural healthcare space, but have seen success serving rural hospitals and/or clinics and want more.

NRHA Partner
Gold Partner



The Gold level is ideal for expert healthcare vendors who have significant success and demonstrate a moral and ethical code of conduct consistent with rural CxOs. Perfect for organizations wishing to grow their successful presence through the platform of trust while supporting the mission of NRHA.

NRHA PARTNERSHIP

TOP BENEFITS

	Pipeline	Gold
Rural Hospital Marketing Consultancy	X	X
Contribute to NRHA Rural Voices Blog	1 article	2 articles
Dedicated Email Blast		2
Ad in NRHA Today newsletter	1	4
NRHA Website Ads	1	2
Dedicated company landing page	X	X
NRHA Member seats	5	9
Subscription to NRHA Today	X	X
Legislative alerts	X	X
Access to NRHA's peer-to-peer platform	X	X
Deliver Educational Webinars	2	4
NRHA Policy Institute Conference		X
NRHA Annual Conference	X	X
NRHA Rural Health Clinic & Critical Access Conferences	X	X

