

 **Skilled Nursing News**

2025

MEDIA GUIDE

Our brands are trusted.

Our high-value audiences are connected. Our solutions ensure your business goals are activated for results.

skillednursingnews.com

WTWH
Media LLC



SKILLED NURSING NEWS NETWORK

Our brands are trusted. SNN, a WTW HealthCare brand, offers original reporting, industry insights and timely news coverage of the skilled nursing industry.

Our coverage spans the skilled nursing world specifically, from large, national property owners to smaller, local physician groups. Our news and perspective gives industry professionals the information they need to make the best decisions in their day-to-day business operations.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
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- Marketing Services

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Prism Awards

Contact Us ➤

SKILLED NURSING NEWS AUDIENCE

AUDIENCE

69,520

TOTAL KNOWN USERS

DESKTOP/MOBILE

66% / 34%

MONTHLY WEBSITE TRAFFIC

SOCIAL

70,004

FOLLOWERS

Over 70,004 social followers across all platforms.



EMAIL NEWSLETTER

12,883

DAILY SUBSCRIBERS

16,946

WEEKLY SUBSCRIBERS

Providing the **skilled nursing industry** with a targeted platform to reach key decision-makers every day

We'll match your business goals with a custom strategy for engaging with the right audiences through our platform, reaching them where they already are.

AUDIENCE REACH

Daily Newsletter
12,883 subscribers

Weekly Newsletter
14,536 subscribers

Research Reports & White Papers
10,117 subscribers

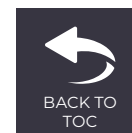
Events and Webinars
12,300 subscribers

Marketing
5,117 subscribers



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.



Online Display

Run of site ads display across the entire network.

DESKTOP DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

A | 300x600

B | 970x250

C | 300x250

\$100/CPM — Min 30K impressions per month.

PRESTITIAL ADS

D | 640x480 Desktop and 300x225 Mobile @ 72DPI

File Type: jpg, gif or HTML5

File size: max 1MB

Animation: 3X Loop Limit

Audio: Sound off by default

Rich Media Accepted

\$2,500 per week

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

E | WALLPAPER SPECS: 300X1000, 130X1000, 320x50

File types: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags.

File size: 4MB max for combined size of all assets.

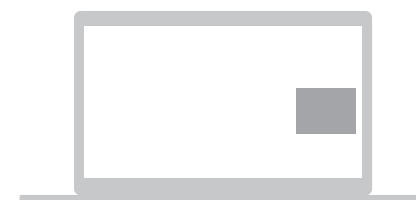
\$2,500 per week



A | 300x600



B | 970x250



C | 300x250



C | 300x250
Mobile



D | 640x480
Prestitial Ad - Desktop



D | 300x225
Prestitial Ad - Mobile



E | 300x1000
WallPaper Ad

Display Ad & Prestitial Ad Requirements:

- File type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

High-Impact Display — Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

\$2,500/per week

FILE TYPES

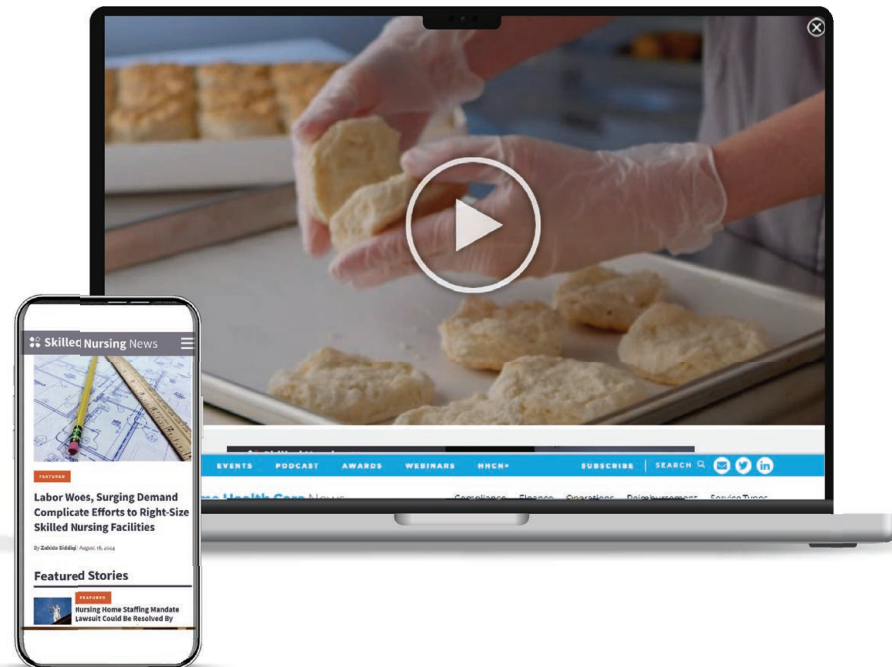
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
 - VAST (MP4 Only), MP4
- File Size
 - Allstream® hosted file size recommended under 4MB*.
- Resolution
 - 720p or 1080p
- Frame Rate
 - 24-30 fps
- Bitrate
 - Mobile Web: 800Kbps to 5000 Kbps
 - Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

KEY PERFORMANCE INDICATORS

90%
VIEWABILITY

86%
VSR

45.3%
VCR

0.49%
CTR

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High-Impact Display — Prelude

The Allstream® Prelude dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image Dimension: 1067x480px
- Asset Video Dimension: 16:9 Aspect Ratio

\$2,500 per week

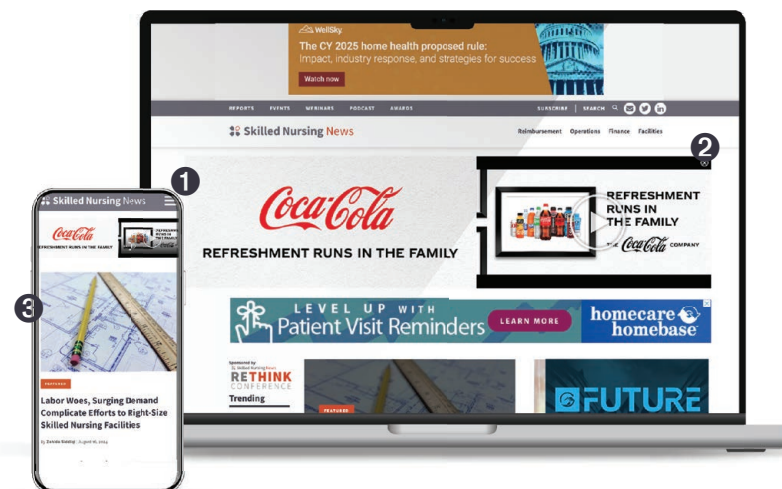
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types:
 - Video URL, YouTube ID, VAST, MP4
- File Size:
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length:
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



Desktop & Mobile examples (IMAGE + VIDEO Version)

- Desktop: 1067x480px image(s)
- Desktop: 16:9 Aspect Ratio Video
- Mobile: Entire ad is responsive and displays the same way for the mobile view.

KEY PERFORMANCE INDICATORS

95%

VIEWABILITY

98%

VSR

71%

VCR

0.56%

CTR

High-Impact Display — ICS



The Allstream® Immersive Cross Screen Skin provides a fully immersive and expandable branding experience with adaptive desktop and first-of-kind mobile wrappers to engage viewers surrounding content with imagery, multimedia and video messaging capable of driving expansion and call-to-action throughout a page visit.

ASSET SPECIFICATION

DESKTOP

- Asset Image (Collapsed): Image Dimension: 150 x 640px (Include two: one for left skin and one for right skin)
- Asset Image (Expanded): Image Dimension: 300 x 640px (Include two: one for left skin and one for right skin)
- Asset Video Dimension: 16:9 Aspect Ratio
- Asset Carousel (Collapsed): Image Dimension: 150 x 370px
- Asset Carousel (Expanded): Image Dimension: 280 x 392px

MOBILE

- Asset Image (Collapsed): Image Dimension: 320 x 50px (Include two: one for top skin and one for bottom skin)
- Asset Image (Expanded): Image Dimension: 320 x 800px (Include one)
- Asset Video Dimension: 16:9 Aspect Ratio
- Asset Carousel: Image Dimension: 300 x 347px

\$2,500 per week

FILE TYPES

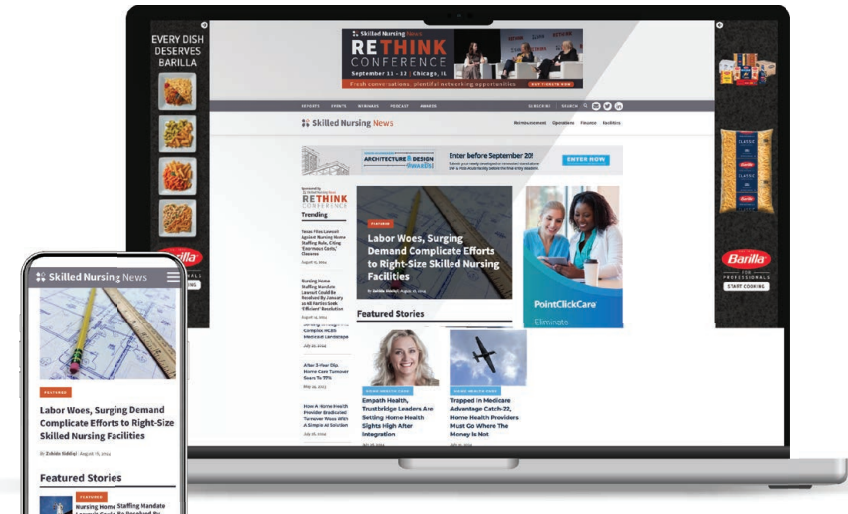
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types: VAST (MP4 Only), MP4
- File Size: Allstream® hosted file size recommended under 4MB*. Video URLs are supported without HAI restriction up to 40MB with Allstream® auto-transcoding frame player.
- Resolution: 720p or 1080p | Frame Rate: 24-30 fps
- Bitrate: Mobile Apps/Web: 800Kbps to 5000 Kbps, Desktop: 800 Kbps to 10000 Kbps, and CTV: 1000 Kbps to 15000 Kbps

*Combined size of all Allstream® hosted video files must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



KEY PERFORMANCE INDICATORS

95%
VIEWABILITY

94%
VSR

65%
VCR

8%
ITR

1.4%
CTR

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Skilled Nursing News Network to retarget key segment audiences.

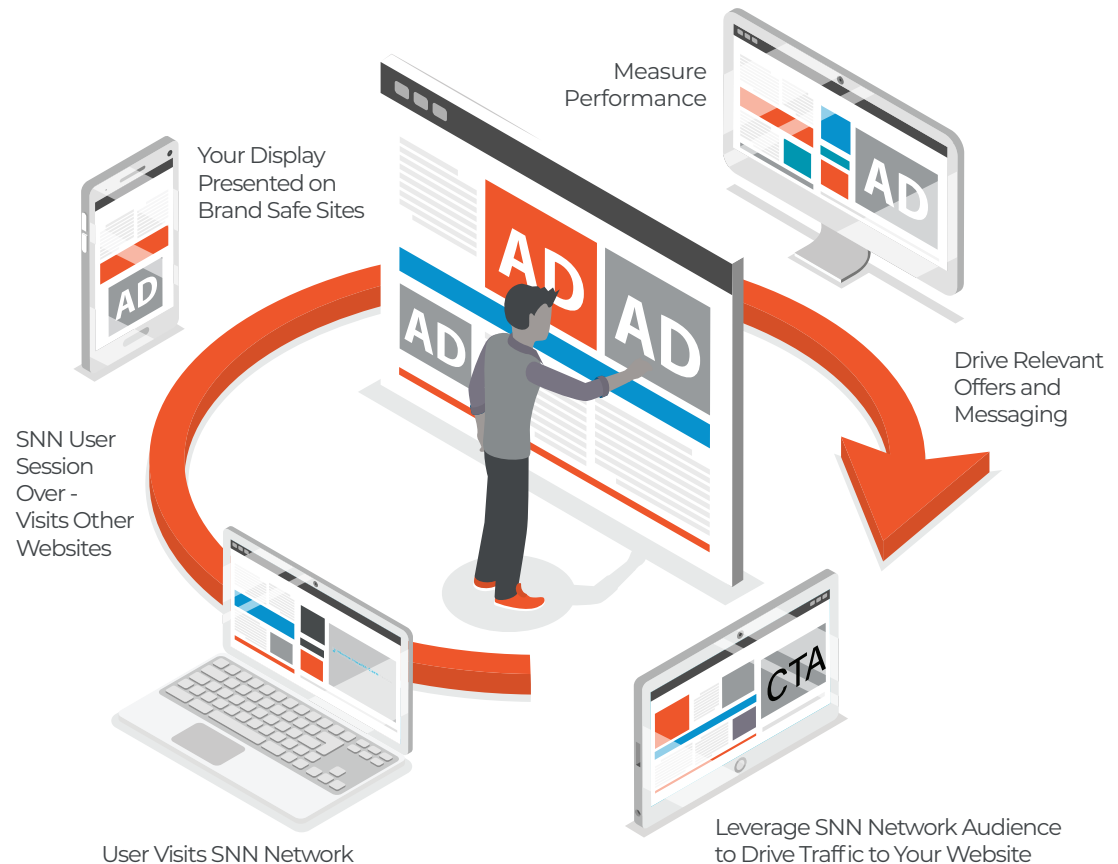
SNN offers the ability to manage remarketing or retargeting campaigns for our customers across a variety of platforms including any Skilled Nursing News networking website.

RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF
(up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi



Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

SNN uses the latest in marketing automation, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

TEXT AD SPECIFICATIONS:

There are 4 text-based ad placements available.

Each placement includes:

- Headline: max 60 characters
- Copy: max 150 characters
- Call to Action URL

Text Ad 1 / \$7,250

Text Ad 2 / \$6,250

Text Ad 3 / \$5,750

Text Ad 4 / \$4,750

IMAGE AD SPECIFICATIONS:

There are 3 image-based ad placements available.

Each placement includes:

- Image or Animated GIF in gif/jpg/png format sized to 600x300 pixels
- Call to Action URL

Image Ad 1 / \$7,500

Image Ad 2 / \$6,250

Image Ad 3 / \$5,250

EMAIL SPONSOR TEXT AD SPECIFICATIONS:

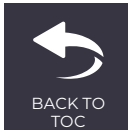
There is 1 text-based email sponsor ad placement available.

Each placement includes:

- Company Name and/or tagline: max 30 characters
- Call to Action URL
- Company logo (width 150px)

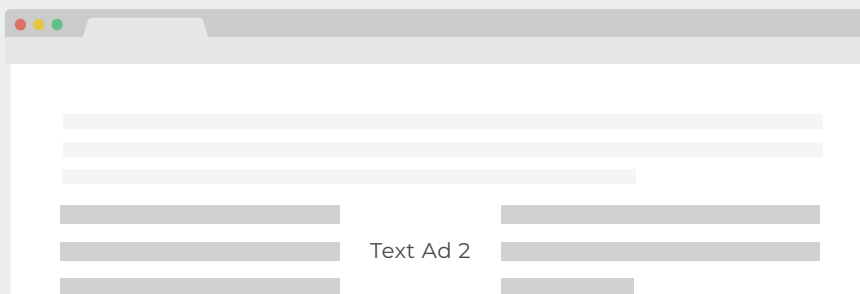
\$5,250





e-Newsletter Knowledge Hub Advertising

Knowledge Hub Ads **are shorter-term solutions** to promote your content.



Knowledge Hub

Knowledge Hub

SURVEY - The State of Home Care Training 2023

Tell us how you're approaching training for your staff.

[Learn More](#)

WEBINAR BRIEF - Rising to Home Health Challenges in 2023

HCHB and Care Central offer solutions to overcoming top staffing challenges.

[Learn More](#)

WEBINAR - How to Effectively Manage a Diversifying Payor Mix

Learn best practices for working with all aspects of managed care.

[Learn More](#)

WEBINAR - Strategic Modeling to Lower Costs

Learn how home care providers can strategically model to win in value-based care.

[Learn More](#)

WEBINAR - Seeking Change is How Better Happens

Learn the value of intentional process review, ways to leverage your end users, and more.

[Learn More](#)

WEBINAR - 3 Strategies to Leverage Data for Improved Outcomes

Use data science to influence the appropriate course of action for patient care.

SNN offers a consecutive two-week placement for your text-based ad. Messaging and link can be changed every two weeks.

SPECIFICATIONS:

- Preferred content type (recommend max 15 characters)
 - Headline (max 45 characters)
 - Copy (max 75 characters)
 - URL

*Only clickable element is final call to action messaging (included in character count).

KH Ad 1 / \$1,350 per week

KH Ad 2 / \$1,200 per week

KH Ad 3 / \$1,100 per week

KH Ad 4 / \$1,000 per week

KH Ad 5 / \$900 per week

KH Ad 6 / \$800 per week

Partner Promotion

Your HTML, **our audience.**



SPONSOR HTML

SNN offers customer provided HTML sends to reach of our opt-in 3rd party marketing audience, now at over 5,117 professionals.

\$3,750 per email distribution

IMPORTANT! SNN uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, SNN acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred.

Please contact your business development representative for more information.

SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The HTML file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. “https://yourdomain.com/image1.jpg” - do not use “../image1.jpg”)
 - Avoid using “div” & “float”, as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTW Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.

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Partner Promotion

Our template, **your message.**

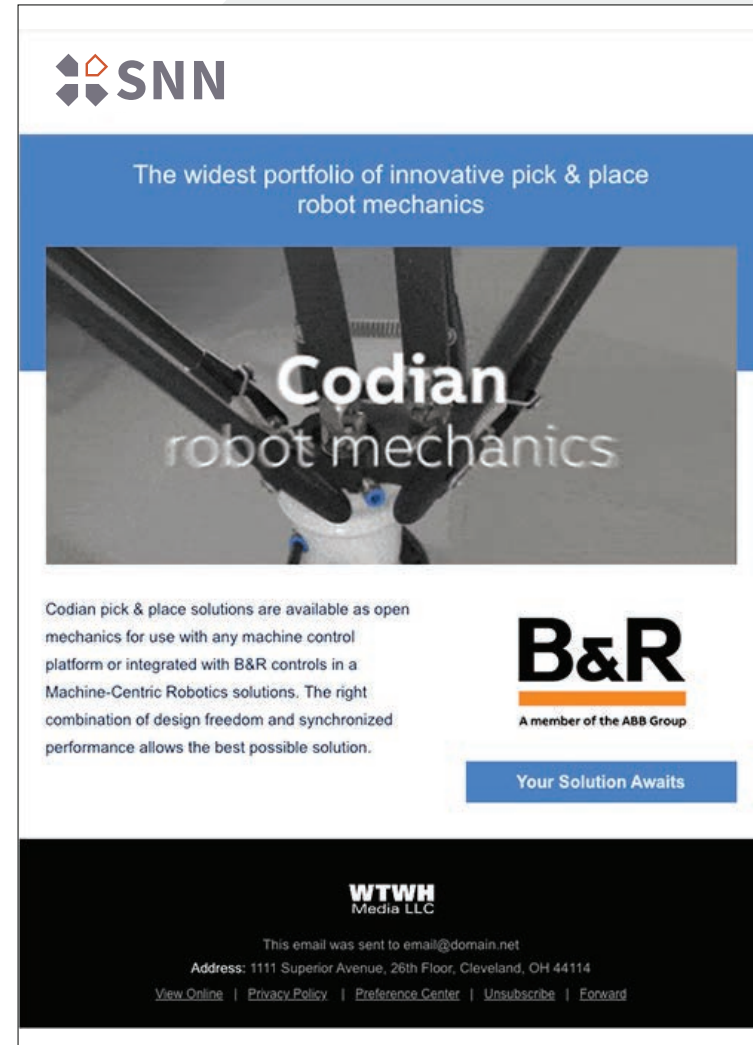
SINGLE OFFER TEMPLATE

Provide SNN with your message and we will create an email using our branded template.

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB

\$3,750 per email distribution



Demo Day

Demo Day is a targeted, time-efficient awareness program for decision-makers to discover and connect with the latest solutions in the marketplace. The program aims to connect providers with vendors by completion of a form to express interest and potentially attend a live demo.

WTWH will manage the registration and promotion, and the sponsors will manage all communication with leads after registration. Demo Day is free to those who register. If you are a technology or solutions provider, contact us to learn more on how you can be part of Demo Day.

WTWH cannot predict nor guarantee how many registrants will attend the Demo. We strongly encourage your team to connect with interested parties prior to that date.

Deliverables required from sponsor:

- Company logo - (.EPS or .PNG*/JPG / *transparent background preferred)
- Registration Page / Dedicated Email copy - a brief summary of your company, offerings, what prospective registrants will take away from your demo (500 characters max) and link to website
- Contact information - this contact will receive weekly registration lists and will review all promotional materials for approval

2025 Schedule

May 8 Demo Day Deadline: March 15

August 7 Demo Day Deadline: June 15

Sponsorship Opportunities

Quantity (8)

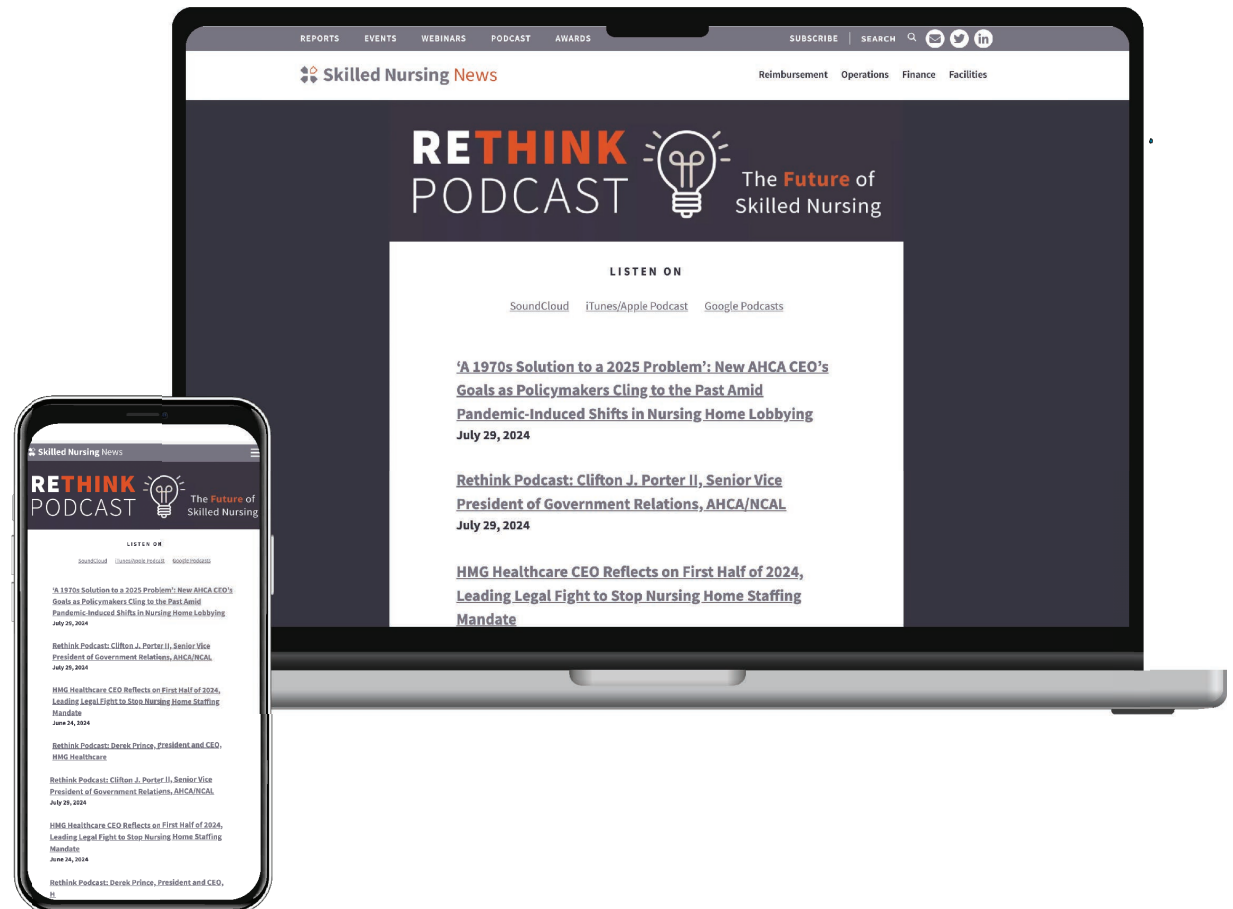
\$5,000

- WTWH to host registration page & marketing promotion
- Logo on promotional materials
- 1 dedicated email blast
- List of your registrants including title, company name, and email address weekly and batch upon completion

RETHINK Podcast

As the exclusive sponsor of the podcast, you will bring your brand into the ears and minds of a highly targeted and engaged audience. With nearly 2,000 listens per episode, the SNN podcast delivers brand exposure to passionate professionals who consume content and thought leadership in this evolving format.

\$2,750 per podcast episode



Contact us for sponsorship opportunities to be featured on a podcast episode.

Content Syndication

Audience Marketing | Lead Generation

Lead Generation Campaigns

Pricing starts at \$150 per lead for exclusive programs with a minimum of 100 leads. 50% payment is required up-front after review of client provided materials and on-boarding form completion. 100 leads will be sourced at a time and transmitted via email in-real time and/or through a shared Google sheet.

For non-exclusive CPL programs based upon WTWH created and source material, a minimum of 100 leads is required at \$80 per lead.

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection

Skilled Nursing NEWS

WHITE PAPER

HOW SNFs ARE WINNING WITH VALUE-BASED CARE

Why? For Skilled Nursing Development

With rising staffing costs and inflation, skilled nursing operators are under immense financial pressure and searching for ways to ensure long-term sustainability for their businesses. There's nothing through the creative use of value-based care. This white paper examines the need for value-based care in SNFs, sharing what operators need to know to improve their financial stability. [Download this white paper to learn:](#)

- The top 3 benefits of using value-based care
- How SNFs are winning with 100% Medicare and Medicaid
- Why 90% of Curana Health members are happy with their care

Business Email*

First Name*

Last Name*

Job Title*

Company Name*

Choose a company type

Job Location*

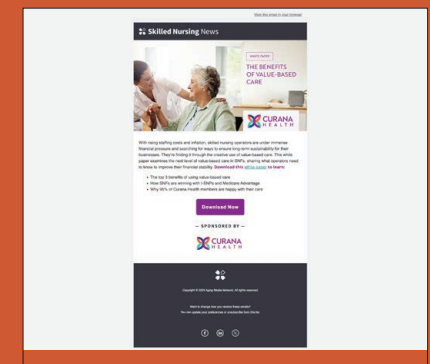
Choose a job level

Facility Under Management*

Choose an option

DOWNLOAD NOW

This white paper was created in partnership with CURANA HEALTH



Dynamic content provides the personalization necessary to drive more engagement



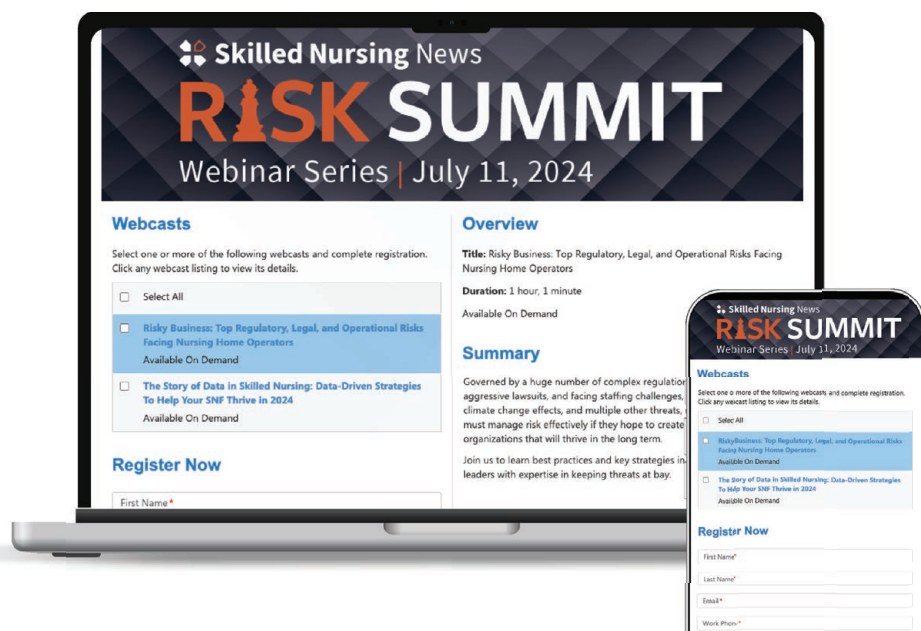
Webinars

Engage a captive audience and generate leads.

SNN can help deliver a webinar to educate SNN subscribers about your product or service, develop a position of thought leadership and generate leads for your sales team. The SNN team manages the entire process and provides guidance on how to best position your chosen topic with our audience.

The SNN team will promote the webinar through our platform channels to drive subscriber registration and attendance for the webinar. You'll need to provide the slide deck and panelists to help bring the message to life.

All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.



Packages start at \$9,500 & includes:

- 45-minute presentation
- 15-minute Q&A
- 3 dedicated promotional emails
- Included in Knowledge Hub section of daily and weekly email for approximately 10 days prior to the webinar
- Contact information for all registrants
- Recording of the live webinar
- Topic: Client determines a topic that provides maximum value to our audience 45-minute presentation
- 3 Panelists and SNN Moderator
- Client-supplied slide deck and speakers



The webinar brief is a great way to extend the time, effort and content from your webinar hosted by SNN.

For \$6,500, SNN will create a 2-page co-branded webinar brief based on your recorded webinar. The brief will be designed in pdf format, hosted via landing page for 30 days following the webinar and will be sent as a follow up to our white papers and research report lists.

Program includes one, completed brief and one dedicated email promotion. All downloads will be delivered via .XLS or .CSV file 30 days after the brief is released.

Virtual Events

SNN virtual events feature premier speakers and insightful discussion to share the trends/practices defining skilled nursing. Our virtual events are a series of webinars, typically starting with an editorial driven webinar followed by our sponsors and their thought leaders on their own webinars.

Some of the nation's most esteemed providers, health systems, agencies, solution providers, and academics involved in aging services participate in these events.

Sponsoring one of SNN's virtual events is an excellent way to boost your brand and/or provide thought-leadership around a particular subject.

2025 CALENDAR

Staffing Summit

MARCH 26-27, 2025
OCT. 28-29, 2025

Covering a variety of topics including recruiting, retention, training and staff development and cost-efficiency.

Risk Summit

APRIL 23-24, 2025

Join us for a series of webinar discussions around the latest risk management trends in skilled nursing.

Payment Summit

SEPT. 23-24, 2025

Join leading industry voices as they share their ideas, experiences, and best practices.



Thought-Leadership Sponsorship

\$9,000

- Total event registration list including name, title, company and email address
- Logo placement on pre-event email marketing and event website
- Live panel speaking opportunity



Awareness Sponsorship

\$3,500

- Total event registration list including name, title, company and email address
- Logo placement on pre-event email marketing and event website

For more information & latest virtual events schedule, visit skillednursingnews.com/virtual-events.

CONTENT STUDIO

WHERE CONTENT MEETS RESULTS



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**

WTWH's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Industry Thought Leadership

White Papers, Ebooks, Case Studies

Branded Engagement

Blog Posts, Social Media Posts, Press Releases

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Long Form Content | End-to-end project management content creation, design & layout.

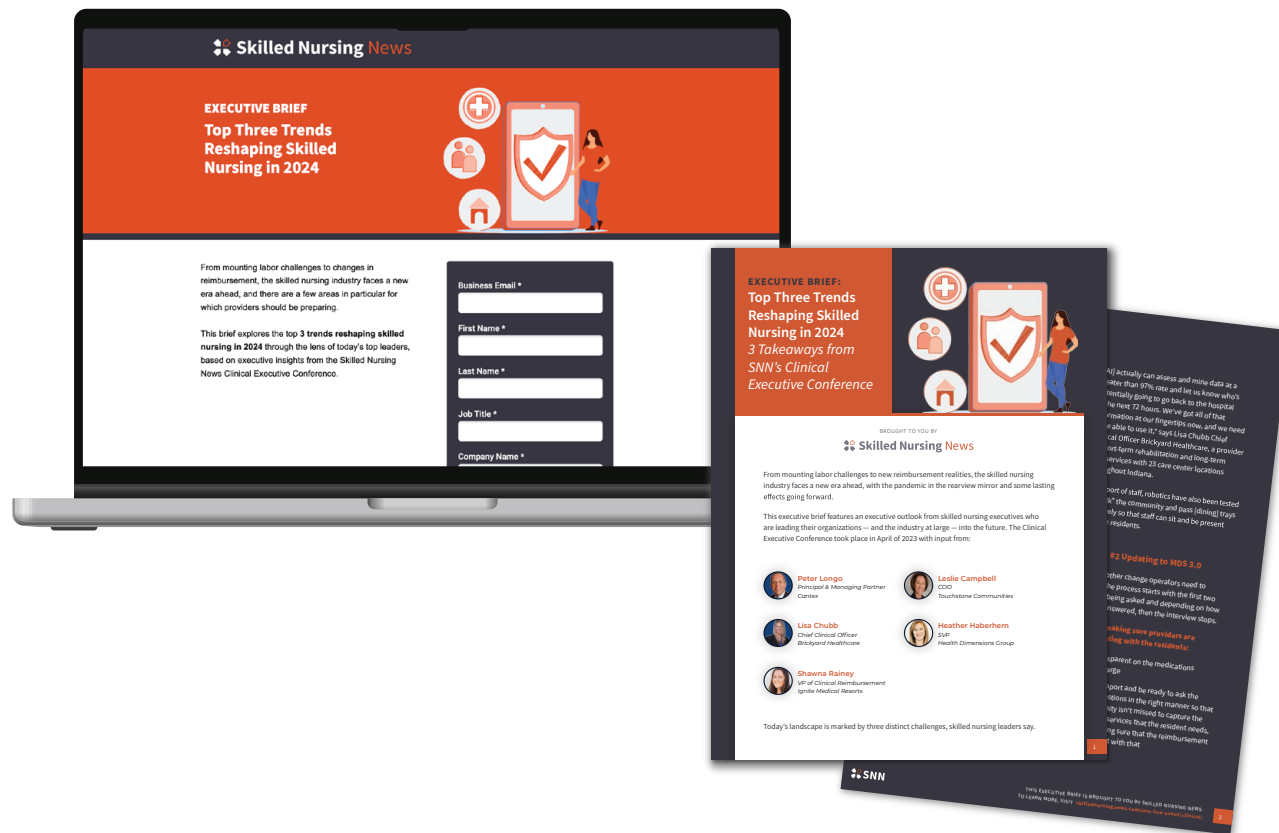
CONTENT DEVELOPMENT | Short Form Content

EVENT ARTICLES

WTWH will produce and host a single Q&A-style article based on a transcript of your live event appearance. This package includes the following for each article:

- WTWH will edit a transcript of the event panel or Q&A for readability and clarity
- This article will appear on SNN like a normal article but labeled “Sponsored” in the body of the article
- The article will have 1 - 2 sentences about the business at the bottom of the article with a link to the home page of your website
- Client will have one opportunity to review and provide any feedback within 3 business days prior to the article's publish date
- The article has a targeted release date within 30 days following the live event
- Event photo to accompany published article, featuring your speaker

Article program: \$1,500 per article



Contact your sales representative for more information and package pricing.

Roundtable Program

Roundtables provide our industry partners with an opportunity to engage in a curated video conversation with a group of operators, providers and other stakeholders pre-screened and approved by WTWH. This series of three one-hour virtual discussions is an opportunity for these key industry leaders to discuss current topics, trends and pain points with a WTWH editor and up to 2 participants from the sponsoring organization.

ROUNDTABLE BENEFITS:

- Ability to build new relationships
- Promotion to SNN's industry audience
- Opportunity to grow existing relationships
- Thought leadership positioning
- Access to expert WTWH moderators
- Exclusive sponsorship and ability to screen participants prior to roundtable
- Platform for market research and distributed conversation

- WTWH will source a minimum of 6-8 participants per roundtable who are providers, operators or other target audience with titles of director-level or above
- Sponsor has the ability to speak for 3-5 minutes at the start of the call and actively participate in the discussion to provide insight and guidance where applicable
- WTWH to provide contact details for the invited participants

PROGRAM COST

\$11,000

Contact your sales representative for more information and package pricing.

Sentiment Surveys

Talk to us about connecting with our subscribers via a custom survey to learn more about the industry's sentiments on particular topics. Create a survey on business challenges to gain insights that can help your company.

Our survey program asks our audience a series of questions (8-10 including qualifiers) around a specific subject matter area. These responses are then analyzed, compiled and distributed as part of our e-book program. The results will be shared with our audience and promoted as part of the program.

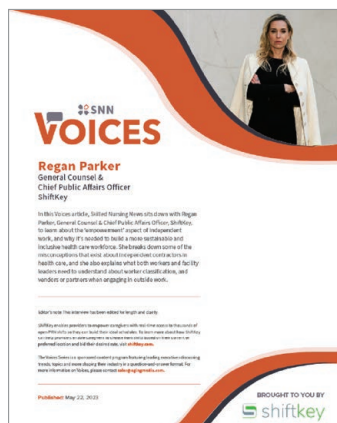
\$17,000 per survey

SENTIMENT SURVEYS KEYS TO SUCCESS

- Development of high-level multiple choice questions that can be posed to the entire industry audience (SNN does not segment its audience by company type)
- Questions designed to assess an industry sentiment (rather than present a statistical analysis)
- Questions that will net results and present clearly via e-book
- Question development is collaborative and all questions are subject to WTWH approval



VOICES



Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as thought leaders in the skilled nursing industry.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on [skillednursingnews.com](https://www.skillednursingnews.com) website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard and style formats
- Premium category takeover on website with a full concentration on the VOICES brand

\$3,250 per VOICES article

VIEWES



WTWH VIEWES program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.



WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request

\$3,250 per VIEWES article

Audience Based Marketing

Target key decision-makers & fill your sales pipeline

- Reach the most qualified prospects with customized messaging to target specific audiences and roles such as C-Suite, executives and other influencers in the decision-making process.
- Leverage the expertise of our content creators to develop 2-3 custom content assets that are optimized for engagement and drive lead generation via downloads.
- Amplify your message with broad distribution leveraging SNN's first-party data in channels including targeted emails, newsletters promotion, digital display ads and social media.
- Show ROI with a detailed customer interaction dashboard prepared by SNN with audience engagement insights, content and download analytics.

Contact us for pricing and more information.



Branded Content Series

Work with WTWH to create a unique sponsorship around topics that will attract prospective customers and existing clients. This highly branded platform can include a variety of options including custom website, video and more.

These projects are custom designed to incorporate themes, messaging and timings that fit your organization's advertising and marketing campaigns. Projects are developed and designed to be timely and engaging to the audience in an industry discussion.

TYPES OF SERIES

- Long-form interview series feature in-depth interviews with industry thought leaders
- Short-form interview series feature short, 3- to 5- question interviews with industry leaders
- Long-form article series feature a series of original articles based on interviews with your company and its customers/partners



Contact your sales representative for more information and package pricing.

SNN Media Press Release Hosting

Get your press release posted on skillednursingnews.com

Use this service to guarantee press release placement for new product launches, announcements, awards, job promotions, events and more. These press releases will be labeled as press releases and will be maintained on our site indefinitely.

All submissions are subject to review and approval by WTWH. WTWH reserves the right to reject any submissions at its sole discretion.

INCLUDED WITH YOUR PRESS RELEASE:

- Title and text displayed on our Press Release page and section
- Hosted on a page with no third party ads

\$750 per press release



Professional Writing Studio

Through its team of content professionals and industry experts, WTWH can serve as a professional writing resource for your company's communications in your voice and tone.

Content produced by WTWH's Content Studio may include company blog posts, newsletters, press releases or other correspondence. You come up with the concept, we can write it — always in a concise and professional manner.

Ghost writing process:

Through an initial phone meeting, WTWH's content team will work with you to develop an outline based on your messaging goals and guidelines. Once the outline is agreed upon, the content studio will conduct an interview with your leadership or will gather existing content and materials to be crafted into the content type of your choosing.

Note: The names of WTWH's reporters and publications will not appear on any ghost written content and the sponsor company will not reference Skilled Nursing News as the source of the content.





2025 Live Events

SNN hosts live events each year with premier speakers, insightful discussion, and networking opportunities to further our attendees' understanding of the trends and practices defining in skilled nursing. Some of the nation's most esteemed providers, health systems, agencies, solution providers, and academics involved in aging services attend SNN conferences.

Sponsoring one of SNN's events is an excellent way to bolster the value of your brand, grow your contact list, and shake hands with prospects and customers. While the facets of our sponsorship packages differ for each event and can range from speaking opportunities to cocktail receptions, all of our **sponsors can expect the following:**

- Logo recognition on the marketing materials that will be distributed to our subscribers via email, SNN website and social media
- Logo recognition on conference signage and other onsite materials
- Complete list of attendees to the event including title, company name and email address
- Complimentary tickets to the event

For more details on events visit skillednursingnews.com/events or inquire with a sales representative about specific event information.

2025 CALENDAR

CLINICAL **BONITA SPRINGS, FL** FEBRUARY 18, 2025

The CLINICAL Conference is dedicated to examining trends, challenges and opportunities facing both clinical and business leaders in skilled nursing.

RETHINK **CHICAGO, IL** AUGUST 18-20, 2025

The premier forum for long-term care executives and professionals who are dedicated to looking at trends, issues and the future of the skilled nursing industry.

CONTINUUM **Conference**

NASHVILLE, TN

DECEMBER 15-16, 2025

WTWH brings leaders from all of its verticals together to discuss how to improve and prepare for the future of the care continuum.

Award Program Sponsorships

SENIOR HOUSING NEWS

ARCHITECTURE & DESIGN
AWARDS

shnawards.com

The Senior Housing News (SHN) Design and Architecture Awards recognize cutting edge design, excellence, and innovation for newly constructed home care facilities. We're looking to celebrate unique projects and companies that are improving the lives of hospice patients through innovative design. Entry fees start at \$500 for early bird entries and \$650 for regular submissions for 2024. Sponsorship opportunities are available for advertisers that include exclusive ad placements on all pages of the SHNA Website plus recognition as the exclusive sponsor on all promotional emails.

The opportunity to be the exclusive sponsor for SHN Awards is available for \$15,000

WTWH Healthcare presents
ASPECT 2025
MARKETING & ADVERTISING
AWARDS

aspectawards.com

WTWH Healthcare presents the Aspect Marketing, Advertising, and Public Relations Awards (the "Awards") featuring the industry's best examples of marketing and advertising in the care continuum. In today's world of marketing, messaging expertise across all platforms is critical for success including both integrated campaigns as well as specific segments. The Aspect Awards honors projects and campaigns that showcase the industries, their customers, employees, and services they provide. Both providers and vendors are encouraged to enter their campaigns into the Aspect Awards.

The opportunity to be the exclusive sponsor for SNN is available for \$15,000



WTWH Healthcare presents

FUTURE LEADERS

futureleaders.agingmedia.com

The Skilled Nursing News (SNN) Future Leaders Awards (“the Awards”) program recognizes the next generation of leaders in the in-home care industry. In a competitive environment for talent, companies are facing an unprecedented challenge to attract, retain and grow their leaders at all levels. As a means to highlight some of these exciting individuals, SNN has created the awards program to shine a spotlight on talent and leadership for the companies they represent. These high performing employees are the ones shaping the future of the delivery of care. Individuals can be self-nominated or by a colleague. Nominees should represent someone making a difference.

The opportunity to be the exclusive sponsor for SNN is available for \$20,000



FRONTLINE HONORS

frontlinehonors.com

WTWH Healthcare presents the Frontline Honors, a program showcasing the exemplary character and performance of frontline workers across the care continuum. Frontline Honorees are at the top of their profession, representing the best of the best amongst their peers. They are caregivers, nurses, social workers, executive directors, and anyone else making a demonstrable difference in the care of residents and their families.

The opportunity to be the exclusive sponsor for SNN is available for \$18,000

PRISM AWARDS

BROUGHT TO YOU BY
WTWH Healthcare

agingmedia.com/2024-prism-awards

WTWH Healthcare presents the Prism Awards, honoring individuals and organizations that have demonstrated exemplary achievements in the areas of Diversity, Equity, Inclusion and Belonging (DEIB), Environmental sustainability, Social stewardship.

The opportunity to be the exclusive sponsor for SNN is available for \$15,000



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