

# Advertising Options That Increase Your Visibility

When you join TLC's nationwide network of care providers your company is visible to thousands of families and hospital case managers searching for specific care services in your area. TLC maintains the only comprehensive Web-based database of more than 68,000 home health, home care and hospice providers and licensed post-acute care providers in the nation. Our tools unite patients, their families and health-care organizations in facilitating changes in a loved one's living and care arrangements.






**Total Living Choices now offers advertising options on Home Care Finder for providers seeking an edge in increasing patient opportunities.**

## Why Advertise with TLC?

- » Our tools reach consumers and discharge planners through hospitals, state and national health associations and other non-profit organizations across the country
- » We receive more than 25,000 hits per month and an average of 250,000 hits per year
- » Targeted placement allows you to post information on relevant pages
- » Flexible ad options are available including color, black and white, graphic or text

## Web Site Advertising Options

	Ad Format	Pixel Size	Six Months	One Year
	Top banner <sup>1</sup>	728 x 90	\$9,000	\$18,000
	Right skyscraper <sup>2</sup>	125 x 300	\$3,000	\$6,000
	Right rectangle <sup>3</sup>	125 x 125	\$1,800	\$3,600



**Ad Placement** – Ads can be placed on specific pages of Home Care Finder that best relate to your services. Options include home page, choose a location, provider type, payment type, medical services, non-medical services, specialized care, search results and more. If no page is specified, ads will be placed in order of date received.

**Deadlines** – Ads can usually be placed within two business days of receipt. All ads must be submitted according to pixel sizes indicated above; additional fees may apply for art production or development.

**Discounts** – 10 percent discount for 12-month placement on all ad sizes.

**Policy** – All Web advertising is subject to approval before acceptance. TLC reserves the right to reject an ad that detracts from the mission or image of TLC.

*Web site development and hosting options also available.*



For more information, call 877-TLC-8003  
or e-mail [sales@TLChoices.com](mailto:sales@TLChoices.com).

