



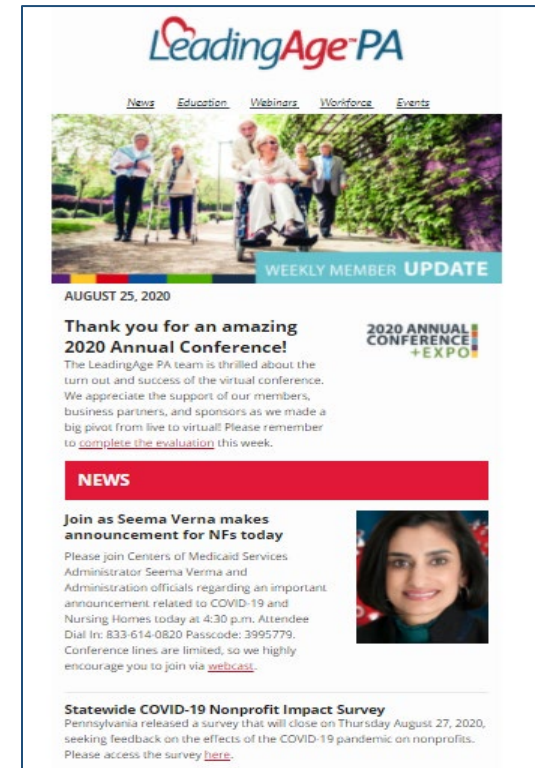
Do you want to increase your company's visibility within LeadingAge PA membership?
Are you looking for the best source to reach the most LeadingAge PA members while maximizing your ad dollars?

We can help!

The new LeadingAge PA Weekly Member Update is sent every Tuesday to all LeadingAge PA members! This digital publication highlights industry news, educational opportunities, webinars, workforce information, and upcoming events.

LeadingAge PA is excited to offer digital ad space available in our weekly member newsletter or on webpages targeted to specific service lines! **Reach nearly 5,000 members and industry contacts** with this opportunity exclusive to LeadingAge PA Business Members. Various ad sizes and placements are available.

For more information, including package options, please contact Natalie MacDonald, Director of Corporate Partnerships, at nmacdonald@leadingagepa.org or 717-790-3971.



LeadingAge PA Weekly Member Update Paid Ads 2020-2021 Pricing

2" x 2" standard placement ad (2 available per weekly update)

Location – Top half of newsletter

Cost - \$350

1" x 3" standard placement ad (2 available per weekly update)

Location – Bottom half of email

Cost - \$300

8" x 1.5" banner ad (2 available per weekly update)

Cost is determined by placement

Top half of email - \$350

Bottom half of email - \$300

Ad sales for any one weekly update will not exceed six placements: 4 standard placement ads, 2 banner ads

DOH order for policy establishment deadline draws near

To comply with the Department of Health [order](#), nursing facilities, personal care homes, and assisted living residences must have policies established by **August 27**. The required policies cover personal protective equipment procurement and disposition of approved respirators and those with [emergency use authorizations \(EUAs\)](#) for staff caring for COVID+ or exposed residents. If you need assistance please reach out to your [RRHCP](#), and direct questions to [Beth Greenberg](#).

Click the boxes below for News customized by community type!

HOME BASED CARE SERVICES **SKILLED NURSING**

ASSISTED LIVING & PERSONAL CARE **AFFORDABLE HOUSING**

Webber
Your full service Employee Benefits, Retirement Plan and Human Resources Consulting partner
Proudly serving LeadingAge PA members for over 30 years...
Read all about Webber @ Facebook.com www.webber.com

HEALTHPRO HERITAGE
Case Study: ROI Report Summary
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care
• 100% reduction in total cost of care

YOUR AD HERE
Contact Natalie MacDonald **LeadingAge PA**

Package Options:

- 2"x2" ad run once a month for 3 months: \$950
- 1"x3" ad run every week for a month (4 ads): \$1,200
- 2"x 2" ad run once a quarter for the year: \$1,200

Ask me about custom packages!

Ad placement on the News sections for each segment of care (5)

- Directly target specific audience: AL/PC, Skilled Nursing, Affordable Housing, Home & Community Based Services
- Cost is \$150 per care section on the webpage, per week
- Various ad sizes available (see images below)
- Custom packages available



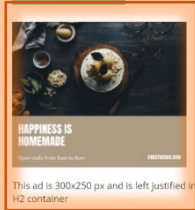
09/15/2020
Antigen Testing Update: Nursing Facilities are Finding False Positives with the BD Veritor Antigen Testing Machines
 Antigen testing update: We are beginning to hear that nursing facilities are finding false positives with the BD Veritor antigen testing machines.

[Read More](#)

09/15/2020
Revisions to the Families First Corona Response Act Narrow the Scope of Exempt Employees
 Revisions to the Families First Corona Response Act (FFCRA) narrow the scope of exempt employees. FFCRA implemented mandatory FMLA and paid time off requirements for employers with fewer than 500 employees and for health care workers.

[Read More](#)

H2 Container Ad



[Read More](#)

[Read More](#)

Control Recommendations for Patients
 Coronavirus (COVID-19) in a Health Care

[Read More](#)

to Legionella...

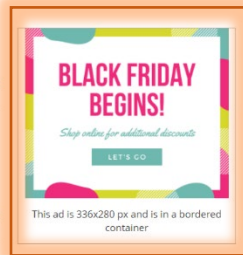
[Read More](#)



This ad is 160x600 px and is in a regular (non-border) container

ept. 11...

[Read More](#)



[Read More](#)

This ad is 336x280 px and is in a bordered container

CCRC News Test

ganizations...

[Read More](#)

09/15/2020
Revisions to the Families First Corona Response Act Narrow the Scope of Exempt Employees

Revisions to the Families First Corona Response Act (FFCRA) narrow the scope of exempt employees. FFCRA implemented mandatory FMLA and paid time off requirements for employers with fewer than 500 employees and for health care workers.

[Read More](#)

illion in Direct Care Worker