

Advertising that Matters

**Providers' Council Advertising
Opportunities**

A SECTOR BASED ON COMMUNITY



Our Members

At the Providers' Council, our members motivate us to keep pushing forward, finding new ways to elevate voices and identifying solutions to support the community-based human services sector.

The Council proudly represents more than 220 human services organizations that serve hundreds of thousands of Massachusetts residents each day, offering critical care and support to individuals and families in need.

We are dedicated to bringing meaningful opportunities to our members through our associate members and endorsed business partners. These partnerships provide access to innovative solutions, valuable services, and cost-saving opportunities that help organizations operate more effectively and efficiently.

About Us

Founded in 1975, the Providers' Council is the largest human services trade association and is widely recognized as the official voice of the private provider industry.

Our mission is to advance the interests of the human services sector and providers through advocacy, education, and engagement of diverse stakeholders for collective impact.



508.598.9800
www.providers.org
100 Crossing Blvd., Suite 100
Framingham, MA 01702

THE PROVIDER

The Newspaper of the Providers' Council

Why should you advertise in *The Provider*?

Our newspaper contains policy updates, member news, provider profiles, legislator op-eds, Caring Force Salutes, and member commentaries on issues related to the sector.

The Provider gives advertisers an opportunity to create bigger, more dynamic ads and more size options.

A PDF version of each newspaper edition is emailed to member CEOs, who may forward the paper to organization staff. The ads are included and this broadens our circulation – and your exposure.

We send out 11 editions each year and, in each edition, offer 1/4, 1/2 and full page ads (with discounted rates for members).

Sizes and Rates

- 1/4 pg: 4.92w by 7.75h
- 1/2 pg (horz): 10w by 7.5h
- *1 Page Inserts: 11w by 8.5h

*advertiser responsible for creating and delivering enough one-page inserts

	Member Non member
Full page	(\$800 \$1,100)
1/2 page	(\$725 \$950)
1/4 page	(\$600 \$800)

10% discount for three or more ads in calendar year 2025



Contact Maureen Lynch at mlynch@providers.org for more information.

THE PROVIDER

The Newspaper of the Providers' Council

enterprise
FLEET MANAGEMENT

ENHANCE YOUR FLEET. FREE UP YOUR BUDGET.

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BEST HUMAN SERVICES 2024



Chambers RANKED IN USA 2023

Hirsch Roberts Weinstein attorneys know and understand the nuances of the human services industry and provide practical and sensitive advice. Since 1986, we have proudly worked with human services organizations and their leadership teams to provide tailored human resources guidance and leadership training for executive, managers, and supervisors. For more info, please contact Jeffrey Hirsch at 617-348-4300 or jhirsch@hvwlaw.com.

Our contracts are now online!
To view, go to

<https://bit.ly/ProviderContract>

The Provider
reaches about
5,000

human services
professionals and other
stakeholders, such as
state and local legislators.

Newsletters

Why should you advertise in our newsletters?

Our e-newsletters give our members a quick source of information.

The e-newsletters provide advertisers with a smaller, more targeted ad that drives traffic to your site with a link directing members to learn about your products & services and shows your support for human services and interest in doing business with members of our more than \$3 billion industry.

Ads cannot be greater than 200px by 200px

**Member rate:
\$120/month**

**Non member rate:
\$250/month**



Contact Maureen Lynch at mlynch@providers.org for more information.



Academy for Learning and Exchange

From the Providers' Council, the voice of the nonprofit provider industry

Our ALEX newsletter highlights trainings and other educational opportunities.



**e-Digest
Providers' Council**

The voice of the nonprofit provider industry

Our e-Digest newsletter highlights policy updates and news from the Council.

Newsletters

Getting involved is important.

At M&T Bank, we know how important it is to support those organizations that make life better in our communities. That's why we offer our time and resources, and encourage others to do the same. Learn more at mtb.com/community.

Emily Greenstein
617.449.0395
egreenstein@mtb.com

M&T Bank

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membership

Thank you to our members who have renewed their membership for 2025! Our members motivate us to keep pushing forward, finding new ways to elevate voices and identifying solutions to support the community-based human services sector. We hope that you will take advantage of all that the Council has to offer in 2025 and be there to celebrate our 50th year milestone!

[CLICK HERE TO RENEW](#) 

Council's Education & Training Opportunities

Free, Members-Only Webinar: Growing Through Mentorship

January is National Mentoring Month!

Mentorship is one of the most valuable tools to drive career advancement and foster connection across the human services sector. Hear about creating an in-house mentorship program from human service providers at various stages in the development process. The panel will discuss common challenges organizations face when building a mentorship program and offer insight based on their own experiences. Whether your organization has an established mentorship program, is currently piloting or thinking about creating one, there is always something to learn!



This session will take place via Zoom on January 21 from 1 to 2 p.m.

[For more information on this webinar, please click here.](#)

Free, Members-Only Webinar: Embodied Trauma Care

In over 20 years of work, JRI's Center for Trauma and Embodiment has developed innovative, body-centered practices to address severe psychological trauma in people of all ages. *(This month is recognized*



Exclusive Endorsed Vendor

Contact us today to enroll your company in a plan with Delta Dental of Massachusetts. Rates are locked until year 2027.

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SVP, Employee Benefits
Direct: 413.750.4331
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Thank you to this month's advertisers:

M&T Bank



 DELTA DENTAL

Our contracts are now online!

To view, go to

<https://bit.ly/eDigestAlexContract>

Our e-newsletters reaches about

3,000

human services professionals and other stakeholders, such as state and local legislators.



Why should you advertise on Jobs with Heart?

Jobs With Heart utilizes the latest tools and technology to help you get your jobs in front of more people with easy-to-navigate features.

Expand your reach and showcase your brand by advertising on the Jobs with Heart job board! As the go-to resource for human services job seekers in Massachusetts, Jobs with Heart offers prime advertising opportunities to connect with a dedicated audience of nonprofit professionals, employers, and industry leaders.

Place your banner ad today and gain visibility among those committed to strengthening communities through human services!

Sizes and Rates

728 px wide by 90 px high

Type	Member rate	Non member rate
Three-month banner ad	\$750	\$1,050
Six-month banner	\$1,350	\$1,890



Contact Nina Lamarre at nlamarre@providers.org for more information.

Jobs with Heart



Nonprofit job board of the Council

Boost your brand's visibility by advertising on Jobs with Heart! Reach human services professionals across Massachusetts with a targeted banner ad on the state's leading nonprofit job board.



Grow, Learn, and Thrive Together at TILL

**NOW
HIRING**

Residence Managers, Senior Day Support Professionals,
and Residential Support Professionals



Community Based Domestic Violence Center is Hiring!

License Eligible Therapists

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including a pension plan!

JRI | Leader in
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The Reason #1
TOP PLACES TO WORK
2015 - 2023

Our contracts are now online!

To view, go to

<https://bit.ly/JWHContract>

**Jobs with Heart
tallied over**

800,000

job exposures in

2024