

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 encompasses more than 220 human services organizations who support vulnerable populations such as persons with intellectual and developmental disabilities, mental health disorders, unhoused persons, and the elderly.

We seek to bring opportunities to our members through our associate members and endorsed business partners. Sharing information is important for helping our sector thrive.

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.



508.598.9800

WWW.PROVIDERS.ORG

**100 Crossing Blvd., Suite 100
Framingham, MA 01702**



THE PROVIDER

The Newspaper of the Providers' Council

ter gather together at the last Caring
ad of an incredible year for the group.

the rally served as a cry for justice, fair wages, student loan relief and better funding for the human services sector. The energy in the room was palpable as attendees lifted their voices — not just for themselves, but for the individuals and families they serve every day. The Western MA Caring Force Rally was organized by a coalition of dedicated human services organizations, including 18 Degrees, Berkshire Family & Individual Resources,

CARING FORCE, see page 7

imbursement rates to reflect actual costs, leaving providers underfunded for essential expenses like salaries, rent, utilities and health insurance. In 2007, the Executive Office of Health and Human Services released a report highlighting a looming financial crisis for the state's human service providers, describing a service delivery system deteriorating under inadequate reimbursement rates. In response, the legislature unanimously passed House Bill 257 and Gov. Patrick signed it into law.

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Sizes and Rates

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

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

TYPE	MEMBER	NON-MEMBER
1/4 page	\$625	\$825
1/2 page	\$750	\$975
Full Page Color Insert	\$825	\$1,150



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

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. Our advert requirements include:

- Please send your CMYK-color ad in a PDF format with all fonts embedded.
- Ads should be formatted in inches specified dimensions:
- Prepayment is required at time of order.
- Ads must be scheduled in advance
- 10% discount for three or more ads in calendar 2025
- All materials must be received by the 15th of the month to be included in the next issue.
- Positioning of advertisements is at the discretion of the editor.
- *The Provider* reserves the right to reject any advertising at any time for reason satisfactory to the publisher, without penalty or liability to either party.

THE PROVIDER

The Newspaper of the Providers' Council

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FREE UP YOUR BUDGET.**

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**TRUSTED
ADVISORS
STRONG
ADVOCATES**



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@hbwlaw.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 newsletters give our members a quick source of information.

The 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. Our advert requirements include:

- Display ad must be common image format (JPG, GIF, BMP) and must be submitted by e-mail to mlynch@providers.org.
- Ads cannot be greater than 200 pixels high by 200 pixels wide.
- Prepayment and logo must be received by the 20th of the preceding month of first ad.
- Timing and placement of advertisements is at the discretion of the Providers' Council
- The Providers' Council reserves the right to reject any advertising at any time for reason satisfactory to the Council, without penalty or liability to either party.



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



Thank you for renewing your Council membership



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

Member \$125 per month

Non-Member \$260 per month

*Ads may be a 200x200 px image or an organization's logo. Advertisers are responsible for all designs.

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](https://mtb.com/community).

Emily Greenstein
617.449.0395
egreenstein@mtb.com

M&T Bank

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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!



Thank you to this month's sponsors:

Gándara Center
Culturally Sensitive Care

Our contracts are now online!
To view, go to

 <https://bit.ly/eDigestAlexContract>

**Our newsletters
reaches about
3,000**

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



Nonprofit Job Board of the Council

or Job Title

Ad Size: 728w by 90h px

**advertiser responsible for creating designs*

3 MONTH BANNER AD

Member	\$755
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Non-Member	\$1,100
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6 MONTH BANNER AD

Member	\$1,400
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Non-Member	\$1,975
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Contact Nina Lamarre at
nlamarre@providers.org
for more information.

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!

Jobs with Heart



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

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Community Based Domestic Violence Center is Hiring!
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The Human Edge
TOP PLACES TO WORK
2015 - 2023

Our contracts are now online!
To view, go to

<https://bit.ly/JobsWithHeartContract>

**Jobs with Heart
tallied over**

68,900

impressions in 2025