

ASHHRA Web Site  
Advertising Rate Card  
Ad Rates January 1 – December 31, 2010

**Ad Pricing**

	1X	2x	4x	6x	8x	10x	12x
*Sidebar Ads	\$650	\$625	\$575	\$525	\$500	\$450	\$400
Banner Ads	\$850	\$825	\$775	\$725	\$675	\$650	\$600

Notes:

- File must be in GIF format only (SWF files not supported)
- \*Three rotating ads per spot, six spots in total
- 25% off for exclusive positioning.
- All pricing is based upon flash impressions on every page of the Web site.

**Ad Deadlines**

Month	Space Deadline	Material Deadline	Issue Date
2 0 10			
<input type="checkbox"/> January	December 11	December 28	January 1
<input type="checkbox"/> February	January 8	January 27	February 1
<input type="checkbox"/> March	February 12	February 24	March 1
<input type="checkbox"/> April	March 12	March 24	April 1
<input type="checkbox"/> May	April 9	April 28	May 1
<input type="checkbox"/> June	May 14	May 26	June 1
<input type="checkbox"/> July	June 11	June 25	July 1
<input type="checkbox"/> August	July 9	July 28	August 1
<input type="checkbox"/> September	August 13	August 25	September 1
<input type="checkbox"/> October	September 10	September 24	October 1
<input type="checkbox"/> November	October 8	October 27	November 1
<input type="checkbox"/> December	November 12	November 24	December 1

**NOTE:** Call Sharon Allen, Marketing Manager, at 312-422-3722 for questions.

## Advertising Specifications

Ad Specs:

Standard image links

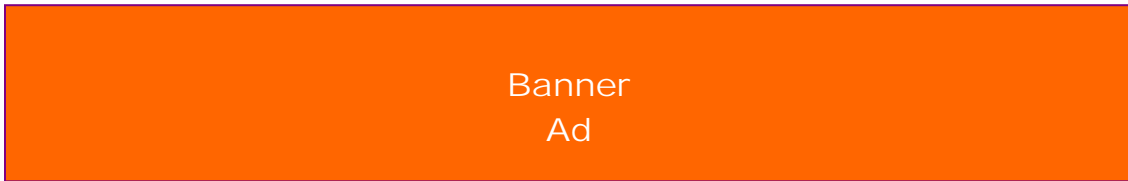
150 x 120 pixels, static, animated, or randomly rotating  
(located on right column of home page)



Ad Specs:

Standard image links

468 X 60 pixels, static, animated, or randomly rotating  
(Located on top of the home page)





## 2010 WEB SITE ORDER FORM

### Complete Reservation Form

Check your ad choice(s) and issues options, and fill in the information below.

Bill To: \_\_\_\_\_ Department: \_\_\_\_\_

Company: \_\_\_\_\_ Purchase Order#: \_\_\_\_\_

Address: \_\_\_\_\_  
(Street) (City) (State) (Zip)

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

#### HOW TO SUBMIT FORM

By Mail:

ASHHRA of the AHA

Attn: Sharon Allen, Marketing Manager

P.O. Box 75315 | Chicago, IL | 60675-5315

By Fax:

312-422-3609

#### METHOD OF PAYMENT

Check order payable to: ASHHRA

(If mailing a check, also fax form to

312-422-4577)

Visa  MasterCard  
 AMEX  Check Enclosed  
 Bill Me

#### AD SELECTIONS

Side Bar Ad No. of Ads \_\_\_\_\_  
Months) \_\_\_\_\_  
Banner Ad No. of Ads \_\_\_\_\_  
Month(s) \_\_\_\_\_

\_\_\_\_\_  
Credit Card # \_\_\_\_\_  
\$ \_\_\_\_\_  
Expiration Date Amount \_\_\_\_\_  
Signature \_\_\_\_\_

### Contact Information

Sharon C. Allen

Marketing Manager

312-422-3722

[sallen@aha.org](mailto:sallen@aha.org)