



## Ad Opportunities for NewsBriefs - 2010

NewsBriefs is NHPCO's weekly e-newsletter for members. It is distributed to all active members with a valid e-mail address on record – currently, that's more than 18,000 e-mail addresses.

- Only NHPCO Members may run an ad in NewsBriefs.
- No member may run more than 12 ads of either style within one calendar year.

There are two options for NewsBriefs ads:

### **BANNER AD:**

This is a horizontal, graphic ad designed by the member. It will appear towards the top of NewsBriefs in the main body of the publication, right after the listing of headlines. The ad will link to a URL designated by the organization placing the banner ad.

<b>Banner ad insertion:</b>	<b>\$550 per issue.</b>
<b>12 issue package (5% discount):</b>	<b>\$6,270 for the package.</b>

The size of the ad must be no larger than 510w x 90 pixels. The final ad must be provided to NHPCO as a JPG file no later than the Tuesday before the NewsBriefs publication date (which is Thursday of every week.)

### **RIGHT-HAND COLUMN AD:**

This ad is placed in the right-hand column of NewsBriefs – this is where information on conferences, Marketplace, and Audio Web Seminars is usually found. These ads will fall within the first half of the issue.

This ad can be a text ad of no more than 25 words (in 9 point font in pre-determined font style) and can include an organizational logo (no larger than 150w x 80h pixels). Or it can be a graphic image with total size no larger than 150w x 165h pixels.

The ad will link to a URL designated by the organization placing the ad. The complete graphic ad or the text and high-resolution logo file must be submitted to NHPCO by Tuesday preceding NewsBriefs publication date.

<b>One time insertion:</b>	<b>\$400 per issue.</b>
<b>12 issue package (5% discount):</b>	<b>\$4,780 for the package</b>

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**NOTES ON PLACING ADS:**

- NewsBriefs is issued towards the end of the day on Thursdays, except on Thanksgiving and the Thursday closest to the Christmas holiday.
- NewsBriefs will contain a maximum of one banner ad and one right-column ad per weekly issue.
- Only current NHPCO members may place ads.
- Payment is due in full prior to ad appearing.
- Members are limited to no more than 12 total ads of either style in one calendar year.
- No organization may run an ad more than twice in one calendar month.
- NHPCO has the right to approve all ads.
- Ad artwork or text and logo must be provided to NHPCO by Tuesday at noon ET preceding the Thursday's NewsBriefs.
- The URL to be linked with an ad must be provided with the ad artwork or text.
- NewsBriefs are archived for members on the NHPCO Web site for sixth months.

**FORMAT:**

- Banner ads should be provided as a JPG or GIF file. Size should not exceed 510w x 90 pixels.
- Right-hand column ads should not exceed 150w x 165h pixels. Text box ads contain 25 words of text and an organization's logo (150w x 80h pixels). Font size is 9 point and will be entered by NHPCO staff. Logo should be provided in JPG or GIF format.

**QUESTIONS:**

To inquire about placing a NewsBriefs ad, please contact Barry Black at [bblack@nhpco.org](mailto:bblack@nhpco.org) or 703/647-1577.