



Ad Opportunities for *NewsBriefs*

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 for either style within on calendar year.

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.

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

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 or GIF 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 Webinars 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.

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

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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. Test 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 David Cherry at dcherry@nhpco.org or 703-647-8509

NewsBriefs Space Order Form

I wish to reserve space in *NewsBriefs*. Payment must accompany order.

NHPCO Member ID (necessary to place ad) _____

Organization _____

Contact Name _____

Address _____

City _____ **State** _____ **Zip** _____

Telephone _____ **E-Mail** _____

Visa/MC/AMEX _____ **Expiration** _____

Name on Card _____

- Reserve space in *NewsBriefs* for the following date(s): _____
- Type of ad: [] graphic banner ad [] right side graphic banner ad [] 25 word text message (with optional logo)
- Fax space reservation to: David Cherry at 703-647-8509, or e-mail dcherry@nhpco.org.
- Send graphic ad or text-message and logo to dcherry@nhpco.org.