

HIDA 2008 MEDIA GUIDE | Advertising Contract

PRINT Advertising	Specifications	HIDA Member* Pricing	
		Black/White	4-Color
2008 Membership Directory & Buyer's Guide			
Trim: 8.5" W x 11" H Ad Closing: January 10, 2008	<input type="checkbox"/> Full pg (with bleed: 9" W x 11.5" H) (no bleed 7.5" W x 10").....	\$2,100	\$2,900**
	<input type="checkbox"/> 1/2 pg (Horizontal only: 7.5" W x 4.875" H).....	\$1,600	\$2,400
	<input type="checkbox"/> 1/3 pg (Vertical only: 2.25" W x 10" H).....	\$830	\$1,630
	<input type="checkbox"/> 1/4 pg. (Horizontal: 3.5" H x 4.875" W / Vertical: 4.875" H x 3.5" W)...	\$800	\$1,600

HIDA 2008 MedSurg Conference & Expo™ Publications

2008 Expo Preview & Registration Brochure (See "Submitting Ads" below for more information)

Trim: 8.5" W x 11" H Ad Closing: May 9, 2008	<input type="checkbox"/> Full pg (with bleed: 9" W x 11.5" H) (no bleed 7.5" W x 10").....	\$2,100	\$2,900*
	<input type="checkbox"/> 1/2 pg (Horizontal only: 7.5" W x 4.875" H).....	\$1,600	\$2,400
	<input type="checkbox"/> 1/3 pg (Vertical only: 2.25" W x 10" H).....	\$830	\$1,630
	<input type="checkbox"/> 1/4 pg. (Horizontal: 3.5" H x 4.875" W / Vertical: 4.875" H x 3.5" W)...	\$800	\$1,600
	<input type="checkbox"/> Exclusive BACK COVER Opportunity Box Ads: (2.75" W x 2.75" H).....	\$970	\$970

2008 Program & Exhibit Guide (See "Submitting Ads" below for more information)

Trim: 8.5" W x 11" H Ad Closing: August 1, 2008	<input type="checkbox"/> Full pg (with bleed: 9" W x 11.5" H) (no bleed 7.5" W x 10").....	\$2,100	\$2,900*
	<input type="checkbox"/> 1/2 pg (Horizontal only: 7.5" W x 4.875" H).....	\$1,600	\$2,400
	<input type="checkbox"/> 1/3 pg (Vertical only: 2.25" W x 10" H).....	\$830	\$1,630
	<input type="checkbox"/> 1/4 pg. (Horizontal: 3.5" H x 4.875" W / Vertical: 4.875" H x 3.5" W)...	\$800	\$1,600

*Non-members: Add an additional \$500 to prices shown.

**Premium and Cover Positions: Add an additional \$1,000 to prices shown.

Check here to **SAVE 10%** by exhibiting at the HIDA MedSurg Conference & Expo™

Total:	\$	\$
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Submitting PRINT Advertising: Accepted ad formats include: high resolution PDFs, Adobe InDesign (only if preflight program is used), Adobe Illustrator [.eps or .ai] (ALL fonts converted to outlines and ALL colors converted to CMYK). CMYK is the only accepted mode for color advertisements. Ads produced on PCs must be submitted as high-resolution PDFs with all fonts embedded or in outline form. Convert all artwork from RGB mode to CMYK. DO NOT use Pantone (PMS) colors in your layout, unless saved as CMYK process separations. The publication is produced on Macintosh platform using InDesign CS. Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area. **Send to:** HIDA, c/o Vanessa Mayo, 310 Montgomery Street, Alexandria, Virginia, 22314-1516. Large, stuffed files (up to 250 MB) can be e-mailed via www.megaupload.com or www.yousendit.com, or call Vanessa Mayo for HIDA's FTP site instructions. **Questions** regarding artwork should be directed to Vanessa Mayo at (703) 838-6106 or mayo@hida.org.

ELECTRONIC Advertising

Cost

HIDA IQ E-newsletter

Vertical Ad: 110 pixels wide x 171 pixels high (Animated .GIF files are accepted) 1 month: Your ad will be included in four e-mail blasts during the month of your choice. 3 months: Your ad will be included in 12 e-mail blasts during three months of your choice.	1 Month	3 Months
	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500

HIDA Web Site (www.HIDA.org) Please provide URL to which you wish your ad to link.

Hyperlink: _____	<input type="checkbox"/> Vertical Ad: 110 W x 171 H (pixels)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500
	<input type="checkbox"/> Box Ad: 110 W x 110 H (pixels)	<input type="checkbox"/> \$700	<input type="checkbox"/> 850

Total:	\$	\$
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Submitting ELECTRONIC Advertising: Please submit all electronic ads in animated .GIF or .JPEG formats / RGB color mode / 72 dpi to, johnson@hida.org. **Questions** regarding artwork should be directed to Peter Johnson, HIDA Marketing Coordinator at (703) 838-6112.

COMPANY NAME:

DATE:

CONTACT PHONE:

E-MAIL ADDRESS:

Your signature below serves as authorization to publish advertising as described on this form.

SIGNATURE:

PRINT NAME:

Any cancellation of/or change to this contract must be submitted in writing five days prior to issue closing date. Publisher reserves the right to reject any advertisement.



HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

310 Montgomery Street, Alexandria, VA 22314-1516
Ph: (703) 549-4432 • www.HIDA.org • Fax: (703) 549-6495

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