

Advertising Specifications

Submitting PRINT Advertising:

A high-resolution PDF (PDF/X-1a) is the recommended format. Acceptable formats include Adobe InDesign, EPSs and TIFFs. ALL fonts must be converted to outlines and ALL colors must be converted to CMYK. Images must be at least 300dpi in resolution. Supplied native files (Adobe InDesign) must include all fonts and images. PDF files must include bleed and crop/registration marks. Extend bleeds at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.

Send artwork 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 contact Vanessa Mayo.

Submitting ELECTRONIC Advertising:

Please submit all electronic ads in animated .GIF or .JPEG formats / RGB color mode / 72 dpi to, mayo@hida.org.

Questions regarding web artwork should be directed to Vanessa Mayo, HIDA Marketing Manager at (703) 838-6106 or mayo@hida.org.

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.



310 Montgomery Street
 Alexandria, VA 22314-1516
 Ph: (800) 549-HIDA (4432)
 Fax: (703) 549-6495
www.HIDA.org

RESERVE YOUR AD SPACE.

Please complete the form below and fax to Vanessa Mayo at (703) 549-6495.

PRINT Advertising

2012 Conference Preview & Registration Brochure

Ad Closing: May 11, 2012

- Full pg (Trim: 8.5" W x 11" H; Add .125" bleed on all sides)\$3,260*
- 1/2 pg (Horizontal only: 7.5" W x 4.875" H)\$1,790*
- 1/4 pg (Vertical only: 3.5" W x 4.875" H) *limited space available*.....\$895*

2012 Program and Exhibit Guide

Ad Closing: August 13, 2012

- Full pg (Trim: 8.5" W x 11" H; Add .125" bleed on all sides)\$3,260*
- 1/2 pg (Horizontal only: 7.5" W x 4.875" H)\$1,790*
- 1/4 pg (Vertical only: 3.5" W x 4.875" H) *limited space available*.....\$895*

*Non-members: Add an additional \$500 to prices shown. *Premium and Cover Positions: Add an additional \$1000 to prices shown.

HIDA Streamlining Healthcare Conference Exhibitors:
Check here to SAVE 10% on tradeshow print advertising.

TOTAL: \$ _____

ELECTRONIC Advertising

2012 Membership Directory & Buyer's Guide

Ad Closing: January 13, 2012

- Full pg (8.5" W x 11" H).....\$3,260*
- 1/2 pg (Horizontal only: 7.5" W x 4.875" H)\$1,790*
- 1/4 pg (Vertical only: 3.5" W x 4.875" H) *limited space available*.....\$895*

(For additional ad enhancement options, contact Vanessa Mayo.)

HIDA Streamlining Healthcare Conference Web Site www.HIDA.org/Conference

Please provide URL to which you wish your ad to link.

Hyperlink:

- Ad Position 1 \$1,500 Ad Position 3.....\$1,300
- Ad Position 2 \$1,400 Ad Position 4..... \$1,200

HIDA Web Site www.HIDA.org

Please provide URL to which you wish your ad to link.

Hyperlink:

- 1 Month..... \$1,090 3 Months \$2,710

Daily Clips News

- 2-week text ad \$1,028 6-week text ad..... \$2,538
Your ad will be included in ten e-mail blasts during the two weeks of your choice. *Your ad will be included in ten e-mail blasts during the six weeks of your choice.*

TOTAL: \$ _____

 COMPANY NAME DATE

 CONTACT NAME

 PHONE E-MAIL

 SIGNATURE (YOUR SIGNATURE ABOVE SERVES AS AUTHORIZATION TO PUBLISH ADVERTISING AS DESCRIBED ON THIS FORM.)