

Advertising Contract for *HOPA News* and HOPA E-News Blast

HOPA News (24-page printed newsletter)

HOPA's printed newsletter is mailed quarterly to more than 3,000 HOPA members.

ADVERTISING FEES

- | | |
|--|---------|
| <input type="checkbox"/> Inside back cover (4-color) | \$6,000 |
| <input type="checkbox"/> Full page (4-color) | \$5,000 |
| <input type="checkbox"/> Half page (4-color) | \$3,000 |
| <input type="checkbox"/> Full page (black & white) | \$3,000 |

AD SPECIFICATIONS

Full page with bleed

8.375" x 10.875" (plus 1/8" bleed)

Live Area: 7.875" x 10.375"

Half-page vertical

3.625" x 9.6875"

Half-page horizontal

7.5" x 4.75"

DEADLINES AND PUBLICATION DATES

Issue 1

Space reservation due January 7, 2020

Ad materials due January 27, 2020

Publication date: March 2, 2020

Issue 3

Space reservation due June 16, 2020

Ad materials due July 10, 2020

Publication date: September 1, 2020

Issue 2

Space reservation due March 17, 2020

Ad materials due April 7, 2020

Publication date: June 1, 2020

Issue 4

Space reservation due October 19, 2020

Ad materials due November 5, 2020

Publication date: December 7, 2020

E-News Blast for HOPA News

HOPA's e-news blast for *HOPA News* is sent to more than 3,000 HOPA members. Members receive an e-mail announcing that *HOPA News* is available via a link in the e-mail or on the website.

Place a button or banner ad on the e-news blast that will link back to your company's website.

ADVERTISING FEES

- | | |
|------------------------------------|---------|
| <input type="checkbox"/> Button ad | \$1,500 |
| <input type="checkbox"/> Banner ad | \$2,500 |

AD SPECIFICATIONS

Button ads

Location: Button ads run along the left side of the e-newsletter.

Size: No larger than 50 (w) x 200 (h) pixels

Banner ads

Location: Banner ads run along the bottom of the e-newsletter.

Size: No larger than 650 (w) x 150 (h) pixels

Advertiser's Contact Information

ADVERTISER

Company: _____

Name of contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Website: _____

BILLING INFORMATION (IF DIFFERENT)

Company: _____

Name of contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Website: _____

Payment Information

Check (*enclosed*) Check no. _____ Amount _____
(*Make check payable to HOPA.*)

MasterCard VISA American Express Discover

Credit card no. _____ Expiration date _____

Cardholder's name (*please print*) _____

Note. Credit card payments of \$5,000 or more will be assessed a 3% processing fee.

We agree to the above advertising schedule and rates. The contract is authorized by

Advertiser's signature

Return signed contract with payment to **HOPA, Professional Relations Department**, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631-2738, or fax to 888.374.7259 (fax for credit card only).