

HCP Website Advertising

The HCP website is a prime location for your advertising message!

HCP’s website, www.nyshcp.org, is visited every day by home care agencies, case managers, health care professionals and government officials.

HCP website advertising opportunities

Ads can be purchased to reach key decision makers in the home care community. All ads include links to your website. Specific page placement requests will be handled on a first-come, first-served basis. **ALL ads must be supplied as final electronic files according to the ad specifications below.**

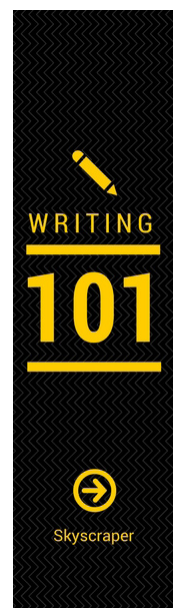
Ad Specifications

Website ads must be jpg format and must be a minimum of 150 dpi and RGB or grayscale. All ads must be ready-to-post according to the specifications outlined.

HCP Website Rates

	1 month		6 months		12 months	
	NM	Member	NM	Member	NM	Member
Large Banner ad (1200x116)	\$ 400/mo	\$ 350/mo	\$ 350/mo	\$ 250/mo	\$ 200/mo	\$ 150/mo
Large Box ad (336x280 pixels)	\$ 325/mo	\$ 220/mo	\$ 290/mo	\$ 160/mo	\$ 180/mo	\$ 125/mo
Skyscraper (160x600)	\$ 220/mo	\$ 145/mo	\$ 175/mo	\$ 110/mo	\$ 145/mo	\$ 75/mo
Small Banner ad (728x90 pixels)	\$ 175/mo	\$ 100/mo	\$ 150/mo	\$ 75/mo	\$ 125/mo	\$ 50/mo

Ad Size Examples (not actual size)





Advertising Contract - HCP Website

3 ways to submit - Fax your signed contract and credit card payment to 518.463.1606, email your completed contract to hcp@nyshcp.org.

or mail your contract and payment to HCP, 20 Corporate Woods Blvd., 2nd Floor, Albany, NY 12211

Please complete ALL of the information below and submit with your payment. Only FULLY COMPLETED, signed contracts received with payment will be binding.

Company Information

Organization Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____

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Please indicate ad type, frequency and insertion dates:

Ad Type: _____ Length: 1mo 6 mos 12 mos Dates: _____ through _____

Ad Materials: All ads must be in final electronic format and be ready-to-post.

Preferred Web page Placement (add 20%). Place ad on the following Web page: _____

Banner/Button Ad Rate Calculation

HCP member rate applied Non-member rate applied
 \$ _____ rate x _____ frequency (# mos) \$ _____
 Preferred Web Page Placement (add 20%) \$ _____
Total ad cost: \$ _____ (make checks payable to HCP)

Total website advertising: \$ _____
 (make checks payable to HCP)

HCP Website Advertising Policies & Procedures

Only advertising contracts received with payment will be binding. Advertisers must abide by all HCP policies relating to payment of monies due. HCP reserves the right to reject any advertisement it does not deem as suitable. Website ads must be jpg format and must be a minimum of 150 dpi and RGB or grayscale. All ads must be ready-to-post according to the specifications outlined.

I am a duly authorized party to bind this agreement, and hereby agree to the above: Date: _____

Authorized Signature: _____ Print Name: _____

HCP website ad payment Pre-payment in full is required. Advertising is not refundable or transferable.

Check (payable to HCP) OR Credit Card Payment: Visa MasterCard Discover
 Card#: _____ Exp. Date: _____ Security Code*: _____
 Cardholder Name: (print) _____ *3 or 4 digit code located on the front or back of the card
 Cardholder Signature: _____

Questions? Call 518.463.1118, ext. 824.