

Display Advertising

The *HCP Insider* is HCP's most well-respected and well-read e-newsletter. Recipients eagerly await the *Insider* every Friday to get the latest news and information on the home care industry, public policy issues and HCP events. The *HCP Insider* also highlights upcoming educational sessions produced by CHC.

Published specifically for HCP members, it is also distributed to New York State agencies, Congressional representatives and legislative professionals across New York.



Quick Stats

- Circulation: 600+ Members; Non-members (NM), 100
- Distribution: Email with hyperlink to downloadable pdf file
- Frequency: Weekly every Friday (48 issues)
- Audience: HCP members; policymakers, legislators and legislative staff
- Features: Live links to Web site; interactivity between document and HCP/CHC Web sites

Display Advertising to promote products or services.

4 color or B&W ad accepted. High resolution pdf or other camera-ready file required. Deadline is Wednesday for a Friday placement; payment in advance required.

Other display advertising sizes are available upon request. Please contact HCP for more information.

	1x		6x		12x	
	NM	Member	NM	Member	NM	Member
Full Page or insert (7.5" x 9.5")	\$ 600	\$ 450	\$ 520	\$ 390	\$ 470	\$ 345
1/2 pg Vertical/Horizontal (3.75" x 9.5" / 7.5" x 4.75")	\$ 375	\$ 275	\$ 340	\$ 250	\$ 310	\$ 235
Banner ad (bottom page placement only) (7.5" x 2")	\$ 290	\$ 160	\$ 250	\$ 125	\$ 220	\$ 100



HCP Insider Display Advertising Contract

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

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: _____

Display Ad Sizes and Rate Per Insertion

		1x NM	1x Mbr	6x NM	6x Mbr	12x NM	12x Mbr
Full Page	7.5" x 9.5"	\$ 600	\$ 450	\$ 520	\$ 390	\$ 470	\$ 345
1/2 pg vert/horiz	3.75" x 9.5"(v) 7.5" x 4.75"(h)	\$ 375	\$ 275	\$ 340	\$ 250	\$ 310	\$ 235
Banner Ad	7.5" x 2"	\$ 290	\$ 160	\$ 250	\$125	\$ 220	\$ 100

Other sizes are available upon request, please contact HCP for rates.

Please indicate display ad size, frequency and insertion dates:

Size: Full Page 1/2 pg vertical 1/2 pg horizontal Banner ad Other _____
 Frequency/Date(s): 1x Date: _____ 6x Dates: _____
 12x Dates: _____

Advertising materials

Ad material enclosed. Ad headline: _____
 Preferred Placement (add 20%) _____

Display ad rate calculation

HCP member rate applied Non-member (NM) rate applied

Rate: \$ _____ x _____ insertions = \$ _____

Preferred Placement (add 20%) \$ _____

Total Insider display ad cost: \$ _____ (make checks payable to HCP)

HCP Display Advertising Policies & Procedures

Only advertising contracts received with payment will be binding. Electronic ad copy is required and PDF for print is preferred. HCP reserves the right to reject any advertisement it does not deem as suitable. Email ad copy to Marissa Crary at crary@nyshcp.org. Advertisers must abide by all HCP policies relating to payment of monies due.

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

Authorized Signature: _____ Print Name: _____ Date: _____

HCP Insider display 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*: _____
*3 or 4 digit code on front/back of card

Cardholder Name: (print) _____

Cardholder Signature: _____