



## 2008 Association of Healthcare Internal Auditors Advertising Opportunities

Advertising Contact: Amanda Pocsik  
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*New Perspectives*, the official publication (8 1/2 x 11) of the Association of Healthcare Internal Auditors, is published quarterly for its members and others in the profession. *New Perspectives* is a valuable information forum covering all aspects of healthcare risk management, control and governance.

### Website Banner:

Advertisements may purchased to appear on the AHIA website, [www.ahia.org](http://www.ahia.org). All banner ads will be linked to your site.

### Job/Resume Listing:

Post your classified online. With thousands of hits each month, you are sure to get your posting noticed.

### E-Newsletter & E-Mail Banner:

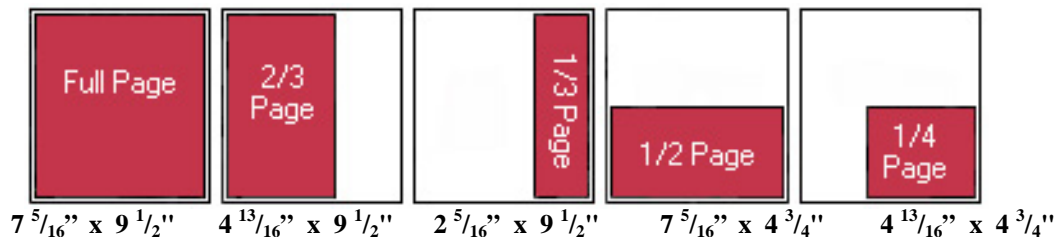
Reach the entire AHIA membership in these e-mail blasts. All banner ads will be linked to your site.

### Specifications:

#### New Perspectives

Ads should be submitted in the following format: (We cannot guarantee accurate reproduction of the files, if any of these specs are not followed.)

- Artwork can be sent via email or on a CD.
- PC files only: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat PDF, EPS, TIFF. All graphic files used in a document must be supplied along with that document, including those graphic images that are embedded in the document.
- All fonts (type 1 version fonts only) must be used in the document or in graphic elements in the document must be supplied with the file to ensure accurate image setting. Include both screen fonts and printer fonts, or convert to paths.
- In PDF files, all must be images saved to 300 dpi (original file format should be 300 dpi); compression or color management.
- Photos and raster (bitmap) art should be 300 dpi.
- The publisher must receive all reproduction materials by the deadlines. When the publisher does not receive new materials by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.
- Ad Sizes:



### Submission/Publish Dates:

Issue	Due Date	Publish Date
<i>New Perspectives, Winter</i>	December 10	February 15
<i>New Perspectives, Spring</i>	March 10	May 1
<i>New Perspectives, Summer</i>	June 10	August 15
<i>New Perspectives, Fall</i>	September 10	November 15

### Website and E-Mail Banner Advertisements

Submissions may be sent via email attachments or on CD. File type must be: EPS, TIFF, GIF

- Banner Ads: Full Banner Maximum Size 450 x 60 Pixels (40K Max)  
Standard Maximum Size 120 x 90 Pixels (20K Max)

### Website Jobs/Resumes

Email your submissions to Amanda Pocsik, [apocsik@resourcenter.com](mailto:apocsik@resourcenter.com). Only one job type may be listed for each submission. Contact information must be listed for each posting. Jobs will be posted online for one month for public viewing. Resumes will be posted for 2 months for public viewing.

# Advertising Order Form

Please check your selection and fax to 303-422-8894

<i>New Perspectives</i>				
	1x	2x	3x	4x
<b>4 Color Cover Positions*</b>	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$950	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850
<b>4 Color Full Page</b>	<input type="checkbox"/> \$575	<input type="checkbox"/> \$545	<input type="checkbox"/> \$515	<input type="checkbox"/> \$485
<b>4 Color 2/3 Page</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
<b>4 Color 1/3 Page</b>	<input type="checkbox"/> \$375	<input type="checkbox"/> \$340	<input type="checkbox"/> \$315	<input type="checkbox"/> \$280
<b>4 Color 1/2 Page</b>	<input type="checkbox"/> \$440	<input type="checkbox"/> \$400	<input type="checkbox"/> \$360	<input type="checkbox"/> \$320
<b>4 Color 1/4 Page</b>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$270	<input type="checkbox"/> \$240	<input type="checkbox"/> \$210

\* Cover positions based on availability

Website Banner Advertisement		
	12 Months	6 Months
<b>Full Banner</b>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
<b>Standard Banner</b>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$150

Website Job Posting		Website Resume Posting	
1 Month	<input type="checkbox"/> \$96	2 Months	<input type="checkbox"/> \$40

E-Newsletter and E-Mail Banner Ads			
Full Banner	<input type="checkbox"/> \$75	Standard Banner	<input type="checkbox"/> \$50

## Advertising Packages

### Full Page

Bronze		
Item	Amt. Due	Total Due
1 Full Page in NP	\$575.00	<input type="checkbox"/> \$987.50
Full Banner 12 Months	\$300.00	
Full Logo in e-blast x 2	\$112.50	
Silver		
Item	Amt. Due	Total Due
2 Full Page in NP	\$1,090.00	<input type="checkbox"/> \$1,365.00
Full Banner 12 Months	\$200.00	
Full Logo in e-blast x 2	\$75.00	
Gold		
Item	Amt. Due	Total Due
3 Full Page in NP	\$1,545.00	<input type="checkbox"/> \$1,682.50
Full Banner 12 Months	\$100.00	
Full Logo in e-blast x 2	\$37.50	
Platinum		
Item	Amt. Due	Total Due
4 Full Page in NP	\$1,940.00	<input type="checkbox"/> \$1,940.00
Full Banner 12 Months	\$0.00	
Full Logo in e-blast x 2	\$0.00	

### Half Page

Bronze		
Item	Amt. Due	Total Due
1 Half Page in NP	\$440.00	<input type="checkbox"/> \$702.50
Standard Banner 12 Months	\$187.50	
Standard Logo in e-blast x 2	\$75.00	
Silver		
Item	Amt. Due	Total Due
2 Half Page in NP	\$800.00	<input type="checkbox"/> \$975.00
Standard Banner 12 Months	\$125.00	
Standard Logo in e-blast x 2	\$50.00	
Gold		
Item	Amt. Due	Total Due
3 Half Page in NP	\$1,080.00	<input type="checkbox"/> \$1,167.50
Standard Banner 12 Months	\$62.50	
Standard Logo in e-blast x 2	\$25.00	
Platinum		
Item	Amt. Due	Total Due
4 Half Page in NP	\$1,280.00	<input type="checkbox"/> \$1,280.00
Standard Banner 12 Months	\$0.00	
Standard Logo in e-blast x 2	\$0.00	

## Quarter Page

Bronze		
Item	Amt. Due	Total Due
1 Quarter Page in NP	\$300.00	☐ \$468.75
Standard Banner 6 Months	\$112.50	
Full Logo in e-blast x 1	\$56.25	
Silver		
Item	Amt. Due	Total Due
2 Quarter Page in NP	\$540.00	☐ \$652.50
Standard Banner 6 Months	\$75.00	
Full Logo in e-blast x 1	\$37.50	
Gold		
Item	Amt. Due	Total Due
3 Quarter Page in NP	\$720.00	☐ \$776.25
Standard Banner 6 Months	\$37.50	
Full Logo in e-blast x 1	\$18.75	
Platinum		
Item	Amt. Due	Total Due
4 Quarter Page in NP	\$840.00	☐ \$840.00
Standard Banner 6 Months	\$0.00	
Full Logo in e-blast x 1	\$0.00	

### Shipping:

Email to apocsik@resourcenter.com; mail to AHIA, Attn: Amanda Pocsik, 10200 W. 44<sup>th</sup> Ave., Suite 304, Wheat Ridge, CO 80033.

### Payment Terms:

Advance payment required. Check, VISA, MasterCard, American Express and Discover accepted. **AHIA members and first-time advertisers qualify for a 10% discount.**

### Liability:

Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves right of refusal of any advertising not in keeping with publisher's standard. Advertising that simulates editorial must have prior approval of publisher and may carry an "Advertisement" line at the top of each ad.

## Order Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### *New Perspectives*

New Perspectives Total \$ \_\_\_\_\_

### *Website Banner*

Banner Ad Total \$ \_\_\_\_\_

### *Website Job/Resume*

Website Job/Resume Total \$ \_\_\_\_\_

### *E-Newsletter & E-Mail Banner*

Email Banner Ad Total \$ \_\_\_\_\_

### *Advertising Package*

Package Total \$ \_\_\_\_\_

**Total Amount Due** \$ \_\_\_\_\_

Check (payable to AHIA)

Charge my:

VISA  MC  AMEX  DISC

CC #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please fax or mail form and payment to:**

**AHIA**

**Attn: Amanda Pocsik**

**10200 W. 44<sup>th</sup> Avenue, Suite 304**

**Wheat Ridge, CO 80033**

**Fax: 303-422-8894**