

New Perspectives Advertising Opportunities



New Perspectives, the official publication (8 ½ 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.

New Perspectives * Cover positions based on availability

	1X Per Insertion	2X Per Insertion	3X Per Insertion	4X Per Insertion
4 Color Cover Positions*	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$950	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850
4 Color Full Page	<input type="checkbox"/> \$575	<input type="checkbox"/> \$545	<input type="checkbox"/> \$515	<input type="checkbox"/> \$485
4 Color 2/3 Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
4 Color 1/2 Page	<input type="checkbox"/> \$440	<input type="checkbox"/> \$400	<input type="checkbox"/> \$360	<input type="checkbox"/> \$320
4 Color 1/3 Page	<input type="checkbox"/> \$375	<input type="checkbox"/> \$340	<input type="checkbox"/> \$315	<input type="checkbox"/> \$280
4 Color 1/4 Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$270	<input type="checkbox"/> \$240	<input type="checkbox"/> \$210
Business Card Marketplace	<input type="checkbox"/> \$150	<input type="checkbox"/> \$140	<input type="checkbox"/> \$120	<input type="checkbox"/> \$110



Specifications:

We cannot guarantee accurate reproduction of the files, if any of these specs are not followed.

- Artwork can be sent via email, FTP (write for instructions), or on a CD.
- Ads should be submitted in one of the following formats: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat PDF, EPS, TIF, or JPEG. 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) 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.
- All files must be images saved at 300 dpi or higher (original file format should be 300 dpi or higher).
- Colors should be CMYK.
- 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 most recent 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.
- Please review the additional information on ad preparation supplied by our printer (click icons). Full-page trim size is 8.5" x 11", live area is 7" x 9" and a 1/8" bleed is allowed on cover position full-page ads.



Submission/Publication Dates

Issue	Materials Due Date	Publish Date	Issue	Materials Due Date	Publish Date
Spring, 30/1	12/14/2010	2/23/2011	Summer, 30/2	3/16/2011	5/24/2011
Fall, 30/3	6/16/2011	8/24/2011	Winter, 30/4	9/16/2011	11/23/2011
Spring, 31/1	12/14/2011	2/23/2012	Summer, 31/2	3/16/2012	5/24/2012

Website, Email & E-Newsletter Advertising

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

Website Banner: Advertisements may be purchased to appear on the AHIA website, 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. Visit www.AHIA.org and under the Marketplace tab, you will be able to access the job posting service. http://www.jobtarget.com/home/index.cfm?site_id=2681 for questions related to posting jobs, call: 860-437-5700 or email custserv@jobtarget.com.

Website and E-Mail Banner Advertisements

Website banner ads: **Full Banner**—maximum size 450 x 60 pixels (40K max) **Standard**—maximum size 120 x 90 pixels (20K max)
Submissions may be sent via email attachments or on CD. File type must be: GIF, JPEG, PNG, or EPS.
Email banner ads: maximum size 450 x 60 pixels (40K max).

Advertising Packages

Full Page

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 Banner in e-blast x 2	\$0.00	
Gold		
Item	Amt. Due	Total Due
3 Full Page in NP	\$1,545.00	<input type="checkbox"/> \$1,683.00
Full Banner 12 Months	\$100.00	
Full Banner in e-blast x 2	\$38.00	
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 Banner in e-blast x 2	\$75.00	
Bronze		
Item	Amt. Due	Total Due
1 Full Page in NP	\$575.00	<input type="checkbox"/> \$988.00
Full Banner 12 Months	\$300.00	
Full Banner in e-blast x 2	\$113.00	

Half Page

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	
Full Banner in e-blast x 2	\$0.00	
Gold		
Item	Amt. Due	Total Due
3 Half Page in NP	\$1,080.00	<input type="checkbox"/> \$1,168.00
Standard Banner 12 Months	\$63.00	
Full Banner in e-blast x 2	\$25.00	
Silver		
Item	Amt. Due	Total Due
2 Half Page in NP	\$800.00	<input type="checkbox"/> \$975.00
Standard Banner 12 Months	\$125.00	
Full Banner in e-blast x 2	\$50.00	
Bronze		
Item	Amt. Due	Total Due
1 Half Page in NP	\$440.00	<input type="checkbox"/> \$703.00
Standard Banner 12 Months	\$188.00	
Full Banner in e-blast x 2	\$75.00	

Quarter Page

Platinum		
Item	Amt. Due	Total Due
4 Quarter Page in NP	\$840.00	<input type="checkbox"/> \$840.00
Standard Banner 6 Months	\$0.00	
Full Banner in e-blast x 1	\$0.00	
Gold		
Item	Amt. Due	Total Due
3 Quarter Page in NP	\$720.00	<input type="checkbox"/> \$777.00
Standard Banner 6 Months	\$38.00	
Full Banner in e-blast x 1	\$19.00	
Silver		
Item	Amt. Due	Total Due
2 Quarter Page in NP	\$540.00	<input type="checkbox"/> \$653.00
Standard Banner 6 Months	\$75.00	
Full Banner in e-blast x 1	\$38.00	
Bronze		
Item	Amt. Due	Total Due
1 Quarter Page in NP	\$300.00	<input type="checkbox"/> \$470.00
Standard Banner 6 Months	\$113.00	
Full Banner in e-blast x 1	\$57.00	

Order Form

Please type information in electronically or print clearly

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

New Perspectives Total \$
Website Banner Ad Total \$
E-News & Email Banner Ad Total \$
Advertising Package Total \$
Additional Services \$

Total Amount Due \$

Check (payable to AHIA)

Charge my:

VISA MC AMEX DISC

Card #:

Exp. Date:

CVV Code:

Name on Card:

Signature: _____

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.

Please send completed form to:

Lydia Fiorina, JJH&S
 Telephone: 415-721-0644
 Fax: 415-721-0665
 E-mail : lfiorina@jjhs.net
 Confirmation of receipt will be sent.