



California Health Information Association

# Web site Banner Ad Request Form

Questions: Phone (559) 251-5038 Fax (559) 251-5836 e-mail [Advertise@CaliforniaHIA.org](mailto:Advertise@CaliforniaHIA.org)  
Mail: 1915 N. Fine Ave. Ste 104, Fresno, CA 93727-1565

Date \_\_\_\_\_ Name of Contact \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address (St, City, ST, Zip) \_\_\_\_\_

Advertisement Firm Name (if different) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_

**Ad to run six months (\$900.)**

Authorizing signature \_\_\_\_\_

**Internet link to your Web site (URL)**

\_\_\_\_\_

**Payment information**

Check enclosed

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Type  Visa  MC  Discover/Novus  American Express

Signature \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_ Zip Code \_\_\_\_\_

Invoice PO and/or Insertion number \_\_\_\_\_

**Please include a copy of the PO/Insertion order with this form.**

**Billing information**

Contact Name \_\_\_\_\_ Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number/ext. \_\_\_\_\_ e-mail \_\_\_\_\_

**Ads to be submitted electronically to CHIA as Web-ready art: [Advertise@CaliforniaHIA.org](mailto:Advertise@CaliforniaHIA.org).** Check the Ad Specifications and Pricing sheet for sizes, etc.

File name/extension \_\_\_\_\_

**For CHIA use only:**

Corporate Member Yes  No  Invoice  Total cost \_\_\_\_\_ Paid \_\_\_\_\_

Begin Date \_\_\_\_\_ End Date \_\_\_\_\_

# CHIA Online Banner Advertising Specifications & Fees

## Banner Advertising

Online banner ads are the little advertisements enticing one to “click me” or “click here.” This distinctive advertising forum reaches a growing health information management market. **CHIA will provide a hot link to your Web site** that gives your company broad marketing exposure. Your potential customers will only be a click away. Your advertisement will be placed on each Web page throughout the CHIA Web site. Banner ads will automatically rotate, maximizing exposure as prospects navigate the Web site.

## Rates\*

Rates are \$900 for six months. That's 24-hours a day, seven days a week for six months!

\*Rates subject to change

## Ad Specifications

All banner advertisements must be submitted as Web-ready art.  
All banner advertisements must be submitted as RGB color levels.

## FILE FORMAT

**Banners must be 120 pixels wide by 225 pixels tall (height) and be no larger than 12 kilobytes.**

Electronic artwork must be submitted in one of the following electronic file formats

:

- **GIF** - Store GIFs at 72 dpi, indexed color. GIFs should not be transparent.
- **JPEG** - Store JPEGs at 72 dpi. No progressive JPEGs!
- **Animated GIF** - Web-ready animated GIF's must have a time sequence of 10 seconds or less.

It is the advertiser's responsibility to adjust for sharpness, color balance, and contrasts, as necessary.

Please contact the CHIA Executive Office for specific information regarding your ad file.

CHIA disclaims any endorsement of products or services advertised in its Advertising Section.

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