



# Journal Advertising

For all Advertising Opportunities, visit <http://CaliforniaHIA.org/Advertise-CHIA>

The *CHIA Journal* is the official publication of CHIA, and offers the perfect platform to advertise all of your company's HIM products and services. It is issued six times a year and is conveniently accessible online to over 6,000 CHIA and AHIMA members. In addition, the *CHIA Journal* is mailed to more than 2,700 CHIA members, subscribers and Corporate Partners.

This essential publication informs readers of the activities of the Association and serves as a resource and professional development tool for HIM professionals. The *CHIA Journal* keeps readers current on issues that affect the HIM practice and contributes to the field by publishing best practices and new knowledge.



## Rates & Dimensions

Size	Dimensions (w" x h")	Rate per Ad	Corporate Partner Rate**	3+ Issues Discount*	
				Rate per Ad	Corporate Partner Rate**
Inside Cover Front or Back	8.5 x 11 w/ .125 bleed	725.00	616.25	616.25	507.50
2/3 Back Cover	8.5 x 7 w/ .125 bleed	725.00	616.25	616.25	507.50
Full Page	8.5 x 11 w/ .125 bleed	525.00	446.25	446.25	367.50
1/2 Page Horizontal	7.125 x 4.5	290.00	246.50	246.50	203.00
1/3 Page Horizontal	7.125 x 3	210.00	178.50	178.50	147.00
1/3 Page Vertical	2.25 x 9.375	210.00	178.50	178.50	147.00
1/4 Page Horizontal	7.125 x 2.2	175.00	148.75	148.75	122.50
1/4 Page Vertical	3.48 x 4.5	175.00	148.75	148.75	122.50

\* **3+ Issues Discount:** 15% discount applied for purchases of 3 or more consecutive issues. All ads must be contracted at the same time to earn discounted rate.

\*\***Corporate Partner Rate:** Additional discounts offered to all CHIA's Corporate Partners. 15% discount per standard ad rate. 30% discount for 3+ issues rate. If you are interested in this benefit, visit <http://californiahia.org/corporate-partnership>

## Specifications

The 8 1/2 x 11" *CHIA Journal* is printed in full color

- **Must be Camera-ready**
- **Format:** AI, EPS, INDD, Word DOC, or PDF only
- **Color:** CMYK
- **Border:** Required
- **Resolution:** Screens and Halftones must be at 150 dpi and 225 resolutions
- **Type:** Should be turned into curved (vector) outline form, or all type fonts must be provided. Type size cannot be less than 10pt.
- **If contains placed art or photos:** Must provide original files.
- **Required Content:** Ads must include Website URL and contact number. Optional: Contact name, department, or address (PO Boxes not acceptable).

Get your ad in the hands of readers today!

## Terms and Conditions for Journal Ads

- CHIA retains the right to reject or cancel any advertising, for any reason, at any time. CHIA disclaims any endorsement of products or services advertised.
- Method of payment must be rendered with the CHIA Advertising Contract.
- Cover ads are held on a first right of refusal basis.
- Cancellations received before the camera-ready due date of the related issue will be honored at no charge. Cancellations received after this date are non-refundable.
- Ads must be camera-ready, follow the stated ad specifications and size dimensions. If CHIA needs to return, resize or recreate ad, an additional \$50 fee will be charged. CHIA reserves the right to bill advertisers for any necessary alterations if ad does not confirm to all specifications.
- CHIA is not responsible for errors or content in advertisement.
- Ad will be displayed in the next available Issue, unless specific Issue is requested.
- Location of ad in Journal is at the discretion of CHIA.

## Submission Deadlines

Issue	Contract Due	Camera-ready Ad Due
Jul/Aug	May 15	May 25
Sep/Oct	Jul 15	Jul 25
Nov/Dec	Sep 15	Sep 25
Jan/Feb	Nov 15	Nov 25
Mar/Apr	Jan 15	Jan 25
May/June	Mar 15	Mar 25

Questions? Ready to submit your Advertising Contract & Ad? E-mail [Advertise@CaliforniaHIA.org](mailto:Advertise@CaliforniaHIA.org)