



Website Banner Advertising

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

The CHIA website reaches a growing Health Information Management audience and is a regular resource of valuable information and references for users. Website banner advertising is a perfect opportunity to connect with the target market you want. Banner ads rotate automatically throughout the CHIA website and are viewed by users 24 hours a day, seven days a week. This distinctive marketing forum maximizes your organization's exposure.

The convenient hotlink within your banner ad will direct readers to your company's webpage, where you can promote the services, tools, and other opportunities that you want HIM professionals to know about today. Your potential customers will only be a click away!

Want to promote your company even further? Check out CHIA's *E-Alert Banner Advertising* full details.

See your ad on the CHIA website today!



Rates

Frequency	Rate	Corporate Partner Rate *
6 months	\$900.00	\$765.00

* **Corporate Partner Rate:** 15% discount is offered to all CHIA's Corporate Partners. If you are interested in this benefit, visit <http://californiahia.org/corporate-partnership>

With over 12,300 monthly visits, the CHIA webpage is the perfect advertising platform.

Questions? Ready to submit your Advertising Contract & Ad? E-mail Advertise@CaliforniaHIA.org

Specifications

- **Dimensions:** 120 x 225 pixels
- **File Size:** 64 MB max
- **Color:** RGB. 72 DPI with indexed color. Adjust for sharpness, color balance and contrasts. GIFs should not be transparent.
- **Must be Web-ready art**
- **Animated GIF:** 10 seconds or less.
- **Format:** GIF, JPEG or PNG only. No progressive JPEGs.

Terms and Conditions for Website Banner 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.
- Advertising contracts are non-refundable and method of payment must be rendered with the CHIA Advertising Contract.
- CHIA will not post ads for competing educational programs or services.
- Banner must follow the stated ad specifications, or will be returned for adjustment. CHIA is not responsible for errors or content in ad.
- Banner will be displayed within 2-3 business days upon submission, unless specific start day is requested.
- Banner rotates automatically on webpages. CHIA does not maintain exposure.
- Paid advertising is non-exclusive.