



ADVERTISING ORDER FORM

ASSISTANCE: (480) 491-0540

This form is for purchasing digital advertising on our website and/or in our electronic publications for Members.
 For information on sponsorship/advertising opportunities at our programs, please contact the AHPCO Office for assistance.

Company Name: _____

Contact Person: _____

Email Address: _____

Phone: _____ **Ext:** _____

Web: _____

Preferred Start Date: Month: _____ Year: _____

URL for Hyperlink: _____

Payment Method: Check (Mail) Credit Card (Email/Phone)

Name on Card: _____

Billing Address: _____

Number: _____

CVV: (Amex 4-digits; Visa/MC 3 digits) _____ **Expiry:** _____ / _____

I certify I am an authorized user of the above card and have read and agree to the terms and conditions below and authorize AHPCO to charge amount indicated below.

Card Holder's Signature: _____

I, the undersigned, am authorized to act on behalf of the above named Company and wish to purchase the checked items below. I understand that items are awarded on a first-paid, space available basis and that AHPCO reserves the right to not publish my ad. I hereby acknowledge that I have read and agree to the Terms & Conditions below.

Printed Name: _____ **Signature:** _____

AD TYPES & RATES

Advertising is only available to AHPCO Members.
 Not a Member? Check this box to add a 1-year Membership (\$350):

Web Ads (WWW.AHPCO.ORG)
 Placement is available as a banner on most subpages. Your ad will rotate along with a maximum of 2 other ads. All ads include a hyperlink.

Side Box*: ___ x \$250/month 12x (year) \$2,500 \$ _____

Banner: ___ x \$100/month 12x (year) \$1,000 \$ _____

e-Ads(AHPCO MEMBER UPDATE—DIGITAL PUBLICATION)
 Limited to 2 box ads or 1 banner ad per issue. All ads include hyperlink.

Box eAd: ___ x \$100/issue 6 issues \$500 \$ _____

Banner eAd: ___ x \$200/issue 6 issues \$1,000* \$ _____

Text Ad: ___ x \$25/issue (text only; 350 characters max) \$ _____

*Bonus: Includes a simultaneous web banner ad on subpages.

Total: \$ _____

ARTWORK SPECIFICATIONS

Please email your artwork to info@ahpc.org by the 15th of the month prior to the Start Date. AHPCO will confirm receipt of artwork. Artwork files must be in JPG, GIF or PNG format. All artwork should be optimized for web viewing—use RGB not CMYK and maximum size is 300KB; AHPCO will resize if artwork is larger than the maximum size.

Sizes: please see the max sizes below; smaller artwork may be submitted and AHPCO will center it as needed on a white background.

- Web Side Box: 330 x 200 pixels
- Web Banner: 1125 x 180 pixels (horizontal only)
- eAd Box: 252 x 168 pixels
- eAd Banner: 565 X 240 pixels (horizontal only)

TERMS & CONDITIONS

Ad Cycles & Artwork Changes: Monthly Web Ads start on the 1st and run through the end of the month - *changes are not allowed during the month.* Yearly Web Ads start of the 1st of the month and run through the last day of the 12th month following the Start Month (End Date) - *up to 2 ad artwork and/or URL changes may be made during a cycle.* Changes are due by the 15th of the month prior and are implemented on or before the 1st of the month (at AHPCO's discretion). eAds are issue-specific - we will attempt to place your ad in the month requested.

Approval: Advertising is subject to approval, AHPCO may reject an advertiser/artwork for any reason. Rejected ads are eligible for a refund.

Artwork: All artwork must meet the specifications listed above. AHPCO reserves the right to resize artwork as needed.

Cancellations: Ads may be cancelled at any time—cancellations must be in writing (email) and acknowledged by AHPCO. Cancellations made by the 15th of the month before the Start Date will be entitled to a full refund. Cancellations after this date will be entitled to an advertising credit for unpublished ads (*note: yearly ads that are cancelled after the Start Date will be reverted to the Monthly Ad rate prior to credit calculation*).

Date Definitions: Start Date is first day an ad will be displayed (typically the first day of a month for the website and issue month for the Update). Please indicate a Preferred Start Date at time of purchase (AHPCO will advise if the date is not available and provide alternate dates). End Date is the last day an ad will be displayed (typically the last day of a month). Ads not renewed by the deadline will be removed after 4PM (Pacific Time) on the End Date. Removal is at the sole discretion of AHPCO.

Deadlines: Artwork/Payment is due by the 15th of the month prior to the Approved Start Date; deadlines are firm. After this date unpaid ads are subject to rescheduling or forfeiture without notice. Please allow at least 2 business days for artwork to be uploaded from date of receipt.

Payment: AHPCO accepts checks (payable to AHPCO) and credit cards. To receive the quantity discount, ads must run consecutively.

Placement: A max of 3 Web Ads per type will be displayed with Yearly Ads being in the first rotating position followed by Monthly Ads and House Ads (at AHPCO's discretion). The Banner Ad appears on all the banner-enabled subpages - AHPCO is not able to honor requests for it to only appear on specific pages. A max of 2 eAds (box) and 1 eAd (banner) will be displayed in an issue of the Update - box ads are displayed side by side. AHPCO determines the order and placement with preference to Banner Ads (all ads will be in top 1/2 of publication).

Renewal: To ensure uninterrupted advertising, advise AHPCO of your intention to renew at least 2 months prior to the End Date.