Advertising Contract for *HOPA News* and HOPA E-News Blast

**HOPA News (24-page printed newsletter)**

HOPA's printed newsletter is mailed quarterly to more than 3,000 HOPA members.

**ADVERTISING FEES**

- Inside back cover (4-color) $6,000
- Full page (4-color) $5,000
- Half page (4-color) $3,000
- Full page (black & white) $3,000

**AD SPECIFICATIONS**

- **Full page with bleed**
  - 8.375” x 10.875” (plus 1/8” bleed)
  - Live Area: 7.875” x 10.375”
- **Half-page vertical**
  - 3.625” x 9.6875”
- **Half-page horizontal**
  - 7.5” x 4.75”

**DEADLINES AND PUBLICATION DATES**

- **Issue 1**
  - Space reservation due January 7, 2020
  - Ad materials due January 27, 2020
  - Publication date: March 2, 2020
- **Issue 2**
  - Space reservation due March 17, 2020
  - Ad materials due April 7, 2020
  - Publication date: June 1, 2020
- **Issue 3**
  - Space reservation due June 16, 2020
  - Ad materials due July 10, 2020
  - Publication date: September 1, 2020
- **Issue 4**
  - Space reservation due October 19, 2020
  - Ad materials due November 5, 2020
  - Publication date: December 7, 2020

**E-News Blast for HOPA News**

HOPA's e-news blast for *HOPA News* is sent to more than 3,000 HOPA members. Members receive an e-mail announcing that *HOPA News* is available via a link in the e-mail or on the website.

Place a button or banner ad on the e-news blast that will link back to your company’s website.

**ADVERTISING FEES**

- Button ad $1,500
- Banner ad $2,500

**AD SPECIFICATIONS**

- **Button ads**
  - **Location:** Button ads run along the left side of the e-newsletter.
  - **Size:** No larger than 50 (w) x 200 (h) pixels
- **Banner ads**
  - **Location:** Banner ads run along the bottom of the e-newsletter.
  - **Size:** No larger than 650 (w) x 150 (h) pixels

**Advertiser’s Contact Information**

**ADVERTISER**

- Company: _________________________________________________________________
- Name of contact: __________________________________________________________
- Address: __________________________________________________________________
- City, State, Zip: ____________________________________________________________
- Phone: ____________________________________________________________________
- E-mail: __________________________________________________________________
- Website: __________________________________________________________________

**BILLING INFORMATION (IF DIFFERENT)**

- Company: _________________________________________________________________
- Name of contact: __________________________________________________________
- Address: __________________________________________________________________
- City, State, Zip: ____________________________________________________________
- Phone: ____________________________________________________________________
- E-mail: __________________________________________________________________
- Website: __________________________________________________________________

**Payment Information**

- Check (enclosed) Check no. ________________ Amount __________________
  (Make check payable to HOPA.)
- □ MasterCard □ VISA □ American Express □ Discover
- Credit card no. ______________________________ Expiration date ________
- Cardholder’s name (please print) ____________________________________________

Note. Credit card payments of $5,000 or more will be assessed a 3% processing fee.

We agree to the above advertising schedule and rates. The contract is authorized by

Advertiser’s signature

Return signed contract with payment to **HOPA, Professional Relations Department**, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631-2738, or fax to 888.374.7259 (fax for credit card only).