



# CSAHU

## COLORADO STATE ASSOCIATION OF HEALTH UNDERWRITERS

The Official Voice of Colorado State & Local Chapters of Health Underwriters

"Advocating Insurance Choices"

### 2009 Newsletter, Newswire and Website Advertising Rates

#### Quarterly (February, May, August, December) Electronic Newsletter

Ad Size	Ad Dimensions	Ad Rate	4 Issue Package Rate	Ad Selection (Please check ad submitting)
¼ page horizontal	4.625" x 3.5"	\$175	\$600	
¼ page vertical	3.5" x 4.625"	\$175	\$600	
½ page horizontal	4.5" x 7.25"	\$225	\$800	
½ page vertical	3.5" x 9.375"	\$225	\$800	
Full page	7.25" x 9.375"	\$300	\$1100	
<b>Artwork is due by the 15<sup>th</sup> of the previous month</b>			<b>Ad Cost:</b>	

#### Technical Information:

- Electronic file required
- TIFF, JPEG, EPS, PDF (All ads to be RGB not cmyk)
- PC only for native files: PhotoShop, Illustrator, InDesign. (include or convert fonts)
- Files may be emailed to [csahu@FairwayGraphicsLLC.com](mailto:csahu@FairwayGraphicsLLC.com) or uploaded to our ftp site (please call or email for directions)

#### CSAHU Newswire (Weekly Email) Banner Ads and Logo Link:

The CSAHU Newswire is the official weekly voice of Colorado State Association of Health Underwriters. The publication features chapter monthly events, educational topics, political and industry news.

**All rates listed below are for CSAHU members. (\*\*Non-member rates an additional \$50 per ad publication.)**

Newswire Banner Ad	Specifications	1 Month	2 Months	3 Months
Newswire Banner (limited to 6 advertisers)	150w x 300h pixels (96 dpi) file size 50K max.	\$400	\$600	\$1,000
<b>Select Months</b>				
<b>Banner ad format should be PNG or GIF</b>		<b>Total Newswire Banner Ad Cost</b>		

Newswire Logo Links	Specifications	1 Month	2 Months	3 Months
Newswire Logo Link (limited to 6 advertisers)	150w x 200h pixels (max.) (96 dpi) file size 25K max.	\$200	\$300	\$500
<b>Select Months</b>				
<b>Logo format should be PNG, JPEG or GIF</b>		<b>Total Newswire Logo Cost</b>		

These rates are effective 1/1/09, and may be changed at any time by the publisher. Advertising rates are non-commissionable.

Logo Link size should be no larger than 150 pixels wide and max 200 pixels height in PNG, JPEG or GIF format and file size no larger than 25k. Reduce DPI to 96dpi. Files must be in RGB format. No animated gifs as they can be very distracting.



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### Website Banner Ads

Logo Links Rates	1 month	2 months	3 months	6 months
Logo Links (limited to 5 advertisers)	\$150	\$250	\$450	\$800
<b>Select Months</b>				

These rates are effective 1/1/09, and may be changed at any time by the publisher. Advertising rates are non-commissionable. Logo links must be received by the 20th of the month preceding the publication Month. Please submit Electronic Logo Links PNG, JPG, or GIF files.

Logo Link size should be no larger than 150 pixels wide x 200 pixels tall in either PNG, GIF or JPG format and file size no larger than 25k. Reduce DPI to 96dpi. Files must be in RGB format. No animated gifs as they can be very distracting.

Banner Ad	Select Ad	Specifications	1 Month	3 Months	6 Months	12 Months
Home Page Banner (limited to 2 advertisers)		150w x 600h pixels (72 dpi) file size 40K max.	\$500	\$1400	\$2,800	\$5,000
Vertical Banners (limited to 5 advertisers)		150w x 600h pixels (72 dpi) file size 40K max.	\$350	\$950	\$1,900	\$3,900
<b>Total Ad Cost</b>		<b>Select Months</b>				

**Banner ad format should be PNG, GIF or JPEG**

### Composing You're Advertisement

If you have questions about your artwork or need help composing your advertisement, please contact Keith Templeton with Fairway Graphics at 720-733-8300 or csahu@fairwaygraphicsllc.com

**Call your CSAHU Advertising Sales Director, Freddie Templeton, at 720-733-8000 or fax these order pages and completed rate card to 720-733-8999**

**Mail artwork to:** CSAHU (checks Payable to the same)  
8155 Briar Cliff Drive, Castle Rock, CO 80108

**Email artwork to:** CSAHU@RMECLLC.COM

Total Amount Paid: \$ \_\_\_\_\_

### CSAHU 2009 Newsletter, Newswire & Website AD Space Reservation Card

Name	Title	Company
Address		City, State Zip
Email	Phone #	Fax #
Credit Card #	Expiration Date	Signature
		Date

#### Advertising Conditions

- Space will be reserved on a first-come, first-served basis. Requested ad positions are not guaranteed unless confirmed in writing by the publisher.
- Space reservations will only be accepted with a signed insertion order and a purchase order or payment.
- Cancellations or changes must be received in writing 20 days prior to publication date.
- Payment is due with artwork. **Ads will not be run unless payment has been received.** Advertisers and their agencies are jointly responsible for payment on all contracted advertisements
- Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher.
- The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement.