

IHIMA Advertising Packet

**Advertise
with
IHIMA!**

For all Advertising Opportunities, visit <https://ihima.org/advertise-with-ihima>

The Indiana Health Information Management Association (IHIMA) is the premier association of Health Information professionals in Indiana. IHIMA provides your company with a unique opportunity to direct your advertising by offering opportunities to meet every need!

Reach a huge audience of Health Information Professionals today!

- Over 4500 individuals on the IHIMA email list.
- Approximately 1200 IHIMA webpage visits monthly and growing.
- IHIMA Health Information (HI) professionals are employed at hospitals, physician offices, clinics, ambulatory care facilities, managed care facilities, long-term care facilities, consulting firms, information system vendors, colleges and universities, insurance providers, pharmaceutical companies, rehabilitation centers, and other healthcare-related venues.



Website Advertising

page 2

The IHIMA website is a reliable and visible tool for Health Information professionals. Web advertising is a distinctive advertising format that reaches visitors every day. IHIMA provides your company with broad marketing exposure by including a link directly to your company's website. Your ad will run 24-hours a day, seven days a week for six months!

E-Mail Advertising

page 3

Your personalized ad can connect your company with thousands of HI professionals. IHIMA provides a link within your ad so readers can easily connect to your company's website. Your potential customers will only be a click away!

More Ways to Connect with Health Information Professionals!

- **Become an IHIMA Corporate Partner**
<https://ihima.org/corporate-partnership-program>
- **Sponsor an IHIMA Event**
See the [IHIMA Calendar](#) for upcoming events. IHIMA's events have sponsorship opportunities. For more information, contact IHIMA at centraloffice@ihima.org

Website Advertising

For all Advertising Opportunities, visit <https://ihima.org/advertise-with-ihima>

See your ad on the IHIMA website today!

The IHIMA website reaches a growing Health Information (HI) audience and is a regular resource of valuable information and references for visitors. Website advertising is a perfect opportunity to connect with the target market you want.

Website ads rotate automatically on the right sidebar of 90+% of IHIMA webpages including our most popular pages: homepage, event pages, login page, etc. Website ads are viewed by visitors 24 hours a day, seven days a week. This distinctive marketing forum maximizes your organization's exposure.

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

Rates

Frequency	Rate	Corporate Partner Rate*
6 months	\$400	\$340

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

*With over **1200** monthly visits,
the IHIMA webpage is the
perfect advertising platform.*

Questions about advertising?
E-mail centraloffice@ihima.org



Specifications

- **Dimensions:** Your logo or ad will be resized to appear 220 pixels by 220 pixels. For better quality, design your ad significantly bigger than 220x220.
- **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 Ads

- IHIMA retains the right to reject or cancel any advertising, for any reason, at any time. IHIMA disclaims any endorsement of products or services advertised.
- Advertising contracts are non-refundable, and method of payment must be rendered with the IHIMA Advertising Contract.
- IHIMA will not post ads for competing educational programs or services.
- Ads must follow the stated specifications or will be returned for adjustment. IHIMA is not responsible for errors or content in ad.
- Ads will be displayed within 2-3 business days upon submission unless a specific start day is requested.
- Ads appear on 90+% of IHIMA webpages.
- Ads rotate upon refresh or visiting a new webpage. IHIMA does not maintain exposure.
- Paid advertising is non-exclusive.

E-Mail Advertising

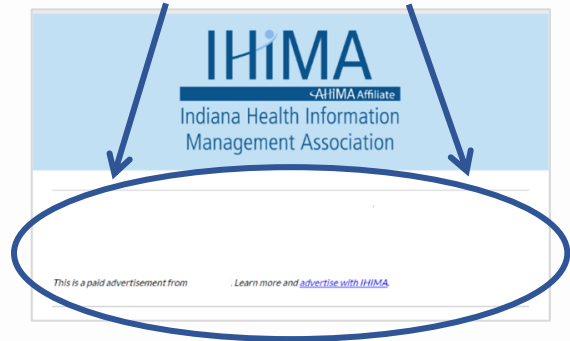
For all Advertising Opportunities, visit <https://ihima.org/advertise-with-ihima>

Your personalized advertising insert will connect your company with Health Information (HI) professionals. The convenient link within your ad will direct readers to your company's webpage, where you can promote the services, tools, and other opportunities that you want HI professionals to know about today! Your potential customers will only be a click away!

Your personalized ad in the monthly IHIMA E-Alert will connect your company with approximately 1600 Indiana HI professionals and HI students. The E-Alert features association information, professional development resources, advocacy updates, recognition and awards, networking opportunities, and more! E-Alerts are sent on the second Tuesday of the month.

IHIMA also distributes e-mails to over 4500 individuals on the IHIMA email list, including IHIMA and AHIMA members. This valuable communication contains timely updates on relevant industry and government announcements, new alerts, upcoming IHIMA events, and other key information.

Advertise with IHIMA and reach the audience you want!



Specifications

Readers rely on IHIMA E-mails for the latest news. Be seen today!

- **Dimensions:** 800 x 200 pixels
- **Color:** Full color: adjust for sharpness, color balance, and contrasts.
- **Format:** JPEG or PNG
- **Must be web-ready art**

Rates

Quantity	Quantity Discount*	Rate per Ad	Corporate Partner Rate per Ad**
1 - 2	0%	\$100	\$90
3 - 5	10%	\$80	\$72
6 - 11	15%	\$70	\$63
12 +	20%	\$60	\$54

***Quantity Discounts:** Discounted rate shown per ad. All ads must be contracted at the same time to earn the appropriate discount rate.

****Corporate Partner Rate:** 10% discount is offered to all IHIMA's Corporate Partners. If you are interested in this benefit, visit <https://ihima.org/corporate-partnership-program>

Terms and Conditions for E-Alert Ads

- IHIMA retains the right to reject or cancel any advertising, for any reason, at any time. IHIMA disclaims any endorsement of products or services advertised.
- Advertising contracts are non-refundable, and method of payment must be rendered with the IHIMA Advertising Contract.
- IHIMA will not post ads for competing educational programs or services.
- Ad must follow the stated specifications or will be returned for adjustment. IHIMA is not responsible for errors or content in ad.
- Ad will be displayed within the next E-Alert (distributed on 2nd Tuesday of the month) unless a specific start day is requested.
- If purchasing multiple quantities, ad will run consecutively, unless selected otherwise.
- Location of ad in emails are at the discretion of IHIMA.
- Paid advertising is non-exclusive. IHIMA allows a maximum of three ads per e-mail.

Questions about advertising?
E-mail centraloffice@ihima.org