

ADVERTISING MEDIA PACKAGES

Annual Rates

PREMIER ANNUAL	SELECT ANNUAL	DOUBLE SELECT
HOT NEWS NEWSLETTER Premium Banner Above masthead 24x	HOT NEWS NEWSLETTER ½ Rectangle Ad Ad Section 1 Content 24x	<p>Select two or more advertising options from the A La Carte menu and save 15% of the total value.</p> <p>Add another additional year to your advertising agreement and receive an additional 5% discount.</p> <p>HPBA members receive an additional 20% off all package totals.</p>
HPBA.ORG Premium Web Banner Top of high-traffic ages	HPBA.ORG Footer Ad Footer of high-traffic ages	
HOT HEADLINES Leaderboard Banner 52x	HOT HEADLINES ½ Rectangle Ad 52x	
\$12,000 \$9,600 member pricing	\$8,000 \$6,400 member pricing	

A LA CARTE - ANNUAL

HOT NEWS NEWSLETTER		HOT HEADLINES		HPBA.ORG WEBSITE
Premium Banner 728 x 90 Above masthead \$8,000	Sponsored Content Image size: 180 x 150; Content: 728 w x 150 \$6,000	Leaderboard Banner 580x150 Top placement \$8,000	Sponsored Content 580x150 Banner ad with Content \$6,000	Mid-Page Ad 728 x 90 Middle of high-traffic content pages \$8,000
½ Rectangle Ad 300 x 250 Zone 1 \$4,000	1/3 Rectangle Ad 200 x 200 Zone 2 \$2,000	½ Rectangle Ad 300 x 250 Zone 1 \$4,000	1/3 Rectangle Ad 200 x 200 Zone 2 \$2,000	Footer Ad 300 x 250 Footer of high-traffic content pages \$4,000
eBlast Email Custom email to industry database, 2x \$1,000		HOT HEADLINES METRICS <ul style="list-style-type: none"> • 32% Open Rate • 8,000+ Individual Recipients 		HOT NEWS METRICS <ul style="list-style-type: none"> • 51% Open Rate • 5500+ Individual Recipients

Monthly Rates

Must purchase a minimum of 6 months

PREMIER MONTHLY	SELECT MONTHLY	DOUBLE SELECT
HOT NEWS NEWSLETTER	HOT NEWS NEWSLETTER	<p>Select two or more advertising options from the A La Carte menu and save 15% of the total value.</p> <p>Add another additional year to your advertising agreement and receive an additional 5% discount.</p> <p>HPBA members receive an additional 20% off all package totals.</p>
Premium Banner Above masthead 4x	½ Rectangle Ad Ad Section 1 Content 4x	
HPBA.ORG	HPBA.ORG	
Premium Web Banner Top of high-traffic ages	Footer Ad Footer of high-traffic ages	
HOT HEADLINES	HOT HEADLINES	
Leaderboard Banner 4x	½ Rectangle Ad 4x	
\$1,500	\$800	
\$1,200 member pricing	\$640 member pricing	

A LA CARTE - MONTHLY					
HOT NEWS NEWSLETTER		HOT HEADLINES		HPBA.ORG WEBSITE	
Premium Banner 728 x 90 Above masthead \$1,000	Sponsored Content Image size: 180 x 150; Content: 728 w x 150 \$750	Leaderboard Banner 580x150 Top placement \$1,200	Sponsored Content 580x150 Banner ad with Content \$750	Mid-Page Ad 728 x 90 Middle of high-traffic content pages \$1,000	
½ Rectangle Ad 300 x 250 Zone 1 \$500	1/3 Rectangle Ad 200 x 200 Zone 2 \$250	½ Rectangle Ad 300 x 250 Zone 1 \$500	1/3 Rectangle Ad 200 x 200 Zone 2 \$250	Footer Ad 300 x 250 Footer of high-traffic content pages \$500	
eBlast Email Custom email to industry database, 2x \$1,000		HOT HEADLINES METRICS		HOT NEWS METRICS	
		<ul style="list-style-type: none"> • 32% Open Rate • 8,000+ Individual Recipients 		<ul style="list-style-type: none"> • 51% Open Rate • 5500+ Individual Recipients 	