

## ADVERTISING MEDIA PACKAGES

### Annual Rates

PREMIER ANNUAL	SELECT ANNUAL	DOUBLE SELECT
<b>HOT NEWS NEWSLETTER</b>	<b>HOT NEWS NEWSLETTER</b>	<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 24x	½ Rectangle Ad Ad Section 1 Content 24x	
<b>HPBA.ORG</b>	<b>HPBA.ORG</b>	
Premium Web Banner Top of high-traffic pages	Footer Ad Footer of high-traffic pages	
<b>HOT HEADLINES</b>	<b>HOT HEADLINES</b>	
Leaderboard Banner 52x	½ Rectangle Ad 52x	
<b>\$12,000</b> \$9,600 member pricing	<b>\$8,000</b> \$6,400 member pricing	

### A LA CARTE - ANNUAL

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

## Monthly Rates

*Must purchase a minimum of 6 months*

PREMIER MONTHLY	SELECT MONTHLY	DOUBLE SELECT
<b>HOT NEWS NEWSLETTER</b>	<b>HOT NEWS NEWSLETTER</b>	<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	
<b>HPBA.ORG</b>	<b>HPBA.ORG</b>	
Premium Web Banner Top of high-traffic ages	Footer Ad Footer of high-traffic ages	
<b>HOT HEADLINES</b>	<b>HOT HEADLINES</b>	
Leaderboard Banner 4x	½ Rectangle Ad 4x	
<b>\$1,500</b>	<b>\$800</b>	
\$1,200 member pricing	\$640 member pricing	

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