



Get Certified,  
Get Connected,  
Get Informed.

# Advertisement Rate Card

## *Three Ways to Advertise with CCHI*

(Effective May 1, 2014 – June 30, 2015)

### 1. Banner Advertisement on the website ([www.CCHIncertainment.org](http://www.CCHIncertainment.org))

CCHI’s Banner advertisement is an electronic ad placement that provides a cost effective and efficient way of marketing products and services to CCHI audiences.

CCHI’s website typically has 6,000 unique visits per month with over 35,000 monthly page views. Monthly traffic increases before a quarterly testing window.

#### **Banner Ad Rates**

	3 months	6 months
<b>Home page</b>	\$400	n/a
<b>Other pages</b>	\$300	\$500

#### **Banner Ad Specifications**

*CCHI does not provide graphic design services.*

- File must be in GIF, JPG or PNG format only
- Maximum file load size is 40 KB

**Choose one of the available sizes:**

- Banner: 468 px w x 60 px h
- Rectangle: 180 px w x 150 px h; 271 px w x 120 px h

## 2. Advertisement in the CCHI's monthly electronic Newsletter

Advertisement in CCHI's monthly electronic Newsletter will expose your brand and services to over 4,900 subscribers who represent healthcare interpreters, health care administrators and managers, language service companies and organizations, interpreter training providers and professional associations related to the health care and interpreting industries. The Newsletter is typically published in the 3<sup>rd</sup> week of the month. Advertisers of prerequisite training programs get a complimentary 1-year listing on our website at <http://www.cchicertification.org/prepare-for-your-exam/prerequisite-programs>. See past Newsletters at <http://www.cchicertification.org/news/cchi-news-a-updates>.

### Newsletter Ad Rate

- \$100 per issue
- maximum consecutive runs – 3 months

### Newsletter Ad Specifications

Word ads	6 lines of text, 100 words maximum
Image or banner ads	<ul style="list-style-type: none"><li>• File must be in GIF, JPG or PNG format only</li><li>• Maximum file load size is 40 KB</li><li>• 300 px w x 250 px h</li></ul>

## 3. Email to CCHI customers

CCHI offers an opportunity to advertise your program or services to over 9,000 CCHI customers via email. We do not provide our customers' contact information to advertisers. Email delivery is confirmed by a report email generated by our Customer Relations Management (CRM) system GreenRope. Email ads are limited to 1 email per month and up to 3 per year.

Client will have an opportunity for final approval prior to sending. CCHI reserves the right to deliver to a small sample to determine if there is a large unsubscribe effect observed with client email delivery. All email delivery is on a pre-pay basis.

### Email Ad Rate

- \$50 per 1,000 recipients
- Minimum fee - \$50

### Email Ad Specifications

- Subject line – no more than 100 characters
- Single HTML file with all images, max size 500KB
- If unable to provide a single HTML file, provide a text document along with images

If you are interested in advertising with CCHI, please **contact Natalya Mytareva at [managing.director@cchicertification.org](mailto:managing.director@cchicertification.org)**.

Advertisers are responsible for their own artwork, which must be submitted at least 10 business days before the scheduled or agreed-upon release date.

**All advertisement orders must be paid in full to CCHI no later than five (5) business days prior to the scheduled or agreed-upon release date.**

Please review **CCHI Advertisement Policy** (<http://www.cchicertification.org/advertise-with-cchi/advertise-with-cchi>) **prior to** submitting the *CCHI Advertisement Reservation Form* and payment.

# CCHI ADVERTISEMENT RESERVATION FORM

**Check your relevant ad choice(s), month options, and fill in the information below.**

Bill to \_\_\_\_\_ Department \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
(street) (City) (State) (Zip)

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Advertisement type:

Banner Ad  Newsletter Ad  Email Ad, specify # of recipients (1,000-9,000) \_\_\_\_\_

## Advertisement duration:

1 month/issue/email  3 months/issues/emails  6 months (banner ads only)

**If paying by PayPal invoice, add \$10 for processing fee**

**Total Amount:** \$ \_\_\_\_\_

Web URL that the Banner Ad should link to: \_\_\_\_\_

**Please email the completed form and the final ad artwork or text (in compliance with specifications) to Natalya Mytareva at [managing.director@cchicertification.org](mailto:managing.director@cchicertification.org).**

## Method of Payment

<input type="checkbox"/> By check	<b>Make the check payable to: CCHI</b> <b>Mail the check along with a copy of this form (<i>in addition to emailing it</i>) to:</b> CCHI 1725 I Street NW, Suite300 Washington, DC 20006
<input type="checkbox"/> By PayPal invoice	A processing surcharge of \$10 is added to all PayPal invoices. You will receive an electronic invoice from our PayPal account to the email specified on this form within 2 weeks of submitting this form.

## **Cancellations and Changes**

Cancellations are accepted up to 10 business days before the scheduled start date of the campaign. Cancellations are not accepted on orders placed less than 10 business days before the scheduled start date of the campaign, and the advertiser is responsible for the full invoice amount. Failure to provide payment on any cancellations will also prohibit the advertiser from placing future advertisements with CCHI. See the *CCHI Advertising Policy* for more details.

**Initial \_\_\_\_\_ I have read the *CCHI Advertisement Policy* and this *Rate Card* and agree to their terms and conditions.**

**In witness whereof, I sign hereby as a duly authorized representative:**

Authorized by (Signature): \_\_\_\_\_ Date: \_\_\_\_\_

Authorized by (name): \_\_\_\_\_