



Get Certified,
Get Connected,
Get Informed.

Advertisement Rate Card

Three Ways to Advertise with CCHI

(Effective June 1, 2018)

1. Banner Advertisement on the website (www.CCHICertification.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.

Banners are displayed in one space on a page, with multiple ads on rotation within the space. The time for each rotation is between 4-7 seconds. Static ads are not available, unless no other advertiser purchased the same space during the ad duration.

Banner Ad Rates

	3 months	6 months
Home page and Navigation banner	\$400	n/a
Other pages (up to 4 pages)	\$300	\$500

Banner Ad Specifications

CCHI does not provide graphic design services.

- File must be in JPG or PNG format only
- Resolution – 96-300 ppi, if includes text – 220-300 ppi recommended
- Maximum file load size is 40 KB

Please provide 3 images in these sizes:

- Banner (any page) - 728x90 px
- Navigation Banner - 320x90 px
- Mobile Square - 250x250 px

2. Advertisement in the CCHI’s monthly electronic Newsletter

Advertisement in CCHI’s monthly electronic Newsletter will expose your brand and services to over 12,000 subscribers who represent healthcare interpreters, healthcare 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 4th week of the month. Advertisers of prerequisite training programs get a complimentary 1-year listing on our website at <http://cchicertification.org/prerequisite-programs/>. See past Newsletters at <http://cchicertification.org/our-community/>.

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"> • File must be in GIF, JPG or PNG format only • Maximum file load size is 40 KB • 300 px w x 250 px h • Resolution 220-300 ppi

3. Email to CCHI customers

CCHI offers an opportunity to advertise your program or services to over 12,000 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 with rtf formatting along with images

*** We have a special advertising opportunity for beginner level healthcare interpreter training programs at the [Prerequisite Programs](#) webpage.** The listing rate is \$100 per year. Please email us for details.

If you are interested in advertising with CCHI, please **contact Natalya Mytareva at 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://cchicertification.org/about-us/policies/>) **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 (1,000-12,000) _____

Prerequisite Program webpage listing

Advertisement duration:

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

Banner type: home page

Other pages, specify 4: _____

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.

Method of Payment

<input type="checkbox"/> By check	Make the check payable to: CCHI Mail the check along with a copy of this form (in addition to emailing it) to: 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): _____