



Get Certified,
Get Connected,
Get Informed.

Advertisement Rate Card

Three Ways to Advertise with CCHI

(Effective January 14, 2022)

1. Banner Advertisement on the website (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 about 15,000 unique visits per month. Monthly traffic increases before a quarterly testing window.

Banners are displayed in one space at the bottom of 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	\$700
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. Email Advertisement to CCHI customers

CCHI offers an opportunity to advertise your program or services to **over 17,000 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.

Email ads could be delivered to the whole list of CCHI subscribers, or segmented by certification status, language of interpreting and state. Please discuss your needs with us.

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. CCHI can only guarantee a specific date for email delivery if pre-approved by CCHI. Keep in mind that some dates and weeks may be unavailable for email advertising.

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

3. Advertisement on [Prerequisite Programs](#) webpages

We have a special advertising opportunity for beginner level healthcare interpreter training programs at the [Prerequisite Programs](#) webpages (separate pages for online and on-site program delivery). **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 Email Ad, specify # of recipients (1,000-17,000) _____
 Prerequisite Program webpages listing (\$100)

Advertisement duration:

- 1 month/ email 3 months / 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 (<i>in addition to emailing it</i>) 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 Advertising Policy*

(http://cchicertification.org/uploads/CCHI_Advertising_Policy.pdf) 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): _____