



## Massachusetts Health Information Management Association

### MaHIMA Electronic Advertising Opportunities

#### Advertising Opportunities:

[www.MaHIMA.org](http://www.MaHIMA.org) provides important information on the association and our activities in a visually exciting format. Members visit their website for meeting registration, updates on legislative initiatives, and to connect with other members. Banner advertising is prominently featured on every page. In addition to the website, MaHIMA send emails and electronic newsletters to our more than 1600 members as well as over 2,500 “friends” of the association. Advertising is welcome!

**Job Alert** is MaHIMA’s weekly notice of new listings in the MaHIMA job bank. Recent metrics indicate a very high percentage of MaHIMA members open the email and click through to read details of the job listing. Over 4,000 receive this weekly email that directs to our Job Bank. Advertising on *Job Alert* would be ideal for employment placement agencies and temporary staffing companies.

**eAlert** is MaHIMA’s mini-newsletter with information that “cannot wait.” Published approximately twice a month, eAlert highlights upcoming programs and events as well as legislative or administrative news affecting HIM professionals.

**MAHIMA Connect** is MaHIMA’s member newsletter, published four times annually. Each issue of *MaHIMA Connect* delivers the latest association news, key HIM practice issues, industry trends, and information targeted toward HIM career advancement. *Corporate partners will receive an opportunity to place an article in the vendor corner of the Connect newsletter once within the year.*

**MAHIMA Stay Connected** is MaHIMA’s blog, published bi weekly, keeping you connected to Your Association, Your Profession & Your Industry! *MaHIMA Stay Connected – sent weekly.*

#### About MaHIMA

MaHIMA is the number one member organization for health information management professionals in Massachusetts. Our 1600 active members include HIM Directors, Managers, and Supervisors as well as coders, release of information staff, quality professionals, compliance professionals, and security professionals.

#### Advertising Opportunities:

**Job Alert** - Sent weekly. Limited to one ad per issue.

# of Months	Net Price
6	\$1200 (1 per week; avg 4 per month)
5	\$1000 (1 per week; avg 4 per month)

4	\$800 (1 per week; avg 4 per month)
3	\$600 (1 per week; avg 4 per month)
2	\$400 (1 per week; avg 4 per month)
1	\$200 (1 per week; avg4 per month)

**eAlert** – sent about twice monthly. Limited to one ad per issue.

# of Issues	Net Price
6	\$450 (\$75 per issue)
5	\$400 (\$80 per issue)
4	\$340 (\$85 per issue)
3	\$270 (\$90 per issue)
2	\$190 (\$95 per issue)
1	\$100 (\$100 per issue)

**MaHIMA Connect** – sent four times annually. Limited to one ad per issue. Also includes a feature in the vendor corner. (Timeframe: October 1/January 1/March 1/July 1)

# of Issues	Net Price
4	\$680 (\$170 per issue)
3	\$540 (\$180 per issue)
2	\$380 (\$190 per issue)
1	\$200 (\$200 per issue)

**MaHIMA Stay Connected** – is MaHIMA’s blog, published bi-weekly, keeping you connected to Your Association, Your Profession & Your Industry!

# of Issues	Net Price
6	\$450 (\$75 per issue)
5	\$400 (\$80 per issue)
4	\$340 (\$85 per issue)
3	\$270 (\$90 per issue)
2	\$190 (\$95 per issue)
1	\$100 (\$100 per issue)

**Website Banner advertising** is available on the MaHIMA website at [www.mahima.org](http://www.mahima.org). Banner Ads On the MaHIMA Website and are viewed by users 24 hours a day, seven days a week. This distinctive marketing forum maximizes your organization’s exposure. MaHIMA provides a hotlink with In the Banner Ad to your company’s Webpage of your choice. Your potential customers will only be a click away. The banner ads must information stated below.

# of Months	Net Price
6	\$1200 (1 per week; 4 per month)

5	\$1000 (1 per week; 4 per month)
4	\$800 (1 per week; 4 per month)
3	\$600 (1 per week; 4 per month)
2	\$400 (1 per week; 4 per month)
1	\$200 (1 per week; 4 per month)

Dimensions: 120 x 225 pixels

File Size: 64 MB max

Color: RGB. 72 DPI with indexed color. Adjust for sharpness, color balance and contrasts. GIFs should not be transparent.

Must be Web –ready art

Animated GIF: 10 seconds or less.

Format: GIF, JPEG or PNG only. No progressive JPEGs

#### TERMS and CONDITIONS for Website Banner Advertisement:

- MaHIMA retains the right to reject or cancel any advertising, for any reason, at any time. MaHIMA disclaims any endorsement of products or services advertised.
- Advertising contracts are non-refundable and method of payment must be rendered with the MaHIMA Advertising Contract.
- MaHIMA will not post ads for competing educational programs or services.
- Banner must follow the stated ad specifications, or will be returned for adjustment. MaHIMA is not responsible for errors or content in ad.
- Banner will be displayed within 5 business days upon submission, unless specific start day is requested.
- Paid advertising is non-exclusive.

**Questions?** Contact Elisa Pelchat at 978-649-7517 or email [efpelchat@mahima.org](mailto:efpelchat@mahima.org)

#### **Ads can be sent to Elisa Pelchat.**

E-mail: [efpelchat@mahima.org](mailto:efpelchat@mahima.org)

Phone: (978) 649-7517

MaHIMA Administrative Director

E-mail: [efpelchat@mahima.org](mailto:efpelchat@mahima.org)

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