



## Advertising Opportunities

*Requests for advertising through FHIMA is subject to Board approval and must meet FHIMA’s policy “FHIMA Advertising of Companies, Products, Programs and Services.” Please complete the following Advertising Agreement form and submit to FHIMA Executive Director at [info@fhima.org](mailto:info@fhima.org) or fax (813) 792-9442.*

### **Website Advertising**

All banner advertisements appear as a scrolling banner at the top of each main navigation page. Banner will include link to website URL.

Advertiser is responsible for banner ad design and costs for design.

Size Options include:

Size Options	PRICE
1 Year 468 x 80 Banner Ad for one year (scrolling banner at top of all main navigation pages)	\$1200
1 Year 130x70 Banner Ad (single slot – non scrolling)	\$600
1 Year 125x125 Banner Ad (single slot – non scrolling)	\$800

### **E-Coastline Online Newsletter Advertising**

E-Coastlines is FHIMA’s online newsletter published at least 6 times per year. General public has access to the newsletter online. Notification that newsletter is available is emailed to all FHIMA members upon newsletter posting. Banner ad will include website URL link.

Advertiser is responsible for banner ad design and costs for design.

Frequency Options include sponsorship of full year of e-Coastlines issues or a single issue of e-Coastlines.

Frequency Options	PRICE
1 Year sponsorship: 130x70 Banner Ad	\$600
1 issue sponsorship: 130x70 Banner Ad	\$150

## **Email Blasts for Promoting Products, Services and Programs**

This option is available for vendors who wish to have an approved email blast promoting products, services and educational programs.

Database of emails will come from AHIMA membership roster for the Florida CSA and will include all membership status unless only specific membership categories are selected. No more than 3 emails will be sent for the same message/event/topic, etc. Only one email advertising blast will be sent per day. Advertiser is solely responsible for the accuracy of the email message. After the first email is sent, membership will have the option to opt out from receiving any further emails sent on the same message.

<b>Frequency of Email Blasts</b>	<b>PRICE</b>
1 Email blast	\$150
2 Email blasts of same event/item	\$275
3 Email blasts of same event/item	\$400

## **Sponsorship of FHIMA email Alerts**

Two levels of sponsorship are offered. Basic sponsorship includes a single 130x70 company logo with link to website URL. Premier sponsorship includes a single 30x70 company logo with link to website URL and a 300 character company description.

### **Basic Level:**

<b>Basic Level (130x70 company logo with website URL link)</b>	<b>PRICE</b>
1 Basic Level mailing	\$150
3 Basic Level mailings	\$350

### **Premier Level:**

<b>Premier Level (130x70 company logo with website URL link &amp; 300 character company description)</b>	<b>PRICE</b>
1 Premier Level mailing	\$200
3 Premier Level mailings	\$425

## **Vendor Showcase**

Includes a listing on the Vendor showcase page on the FHIMA website in the “General” category. Other category listings (Platinum, Gold and Silver) pertain to FHIMA sponsorship levels and information on this can be found in the Corporate Sponsorship information through FHIMA.

General Vendor Showcase listing includes 130x70 company logo with website URL link.

<b>General Vendor Showcase listing</b>	<b>PRICE</b>
1 Year listing	\$875



An Affiliate of AHIMA

## Advertising Agreement

### Information Sheet Regarding your Request for Advertising / Email Blast for Promoting Products, Services and Programs

*Thank you for requesting advertising or email blasting with FHIMA. In order to process your request, we require a completed Advertising Agreement. The FHIMA Executive Director will review the request to make sure the request is in line with FHIMA's policy "FHIMA Advertising of Companies, Products, Programs and Services." If needed, the Executive Director will forward the request to the FHIMA Board for approval. Once approval is given by the Executive Director or the FHIMA Board of Directors, the Executive Director will contact the requester and notify them of approval or non-approval. FHIMA will not process payment until approval is given.*

#### A. Web Banners

- Complete the FHIMA Advertising Agreement. In addition to the form, please submit the content of your web banner advertisement to the Executive Director at [info@fhima.org](mailto:info@fhima.org).
- If the banner ad is ready, please submit the banner ad file. If the banner ad is not ready, you will need to clearly outline the viewable content of the banner ad and include any links that will be on the banner advertisement.
- Once you are notified by FHIMA that approval has been given, you will need to send the actual banner file in .jpg format to the Executive Director at [info@fhima.org](mailto:info@fhima.org). Please make sure the file size matches the banner size purchased.

#### B. Email Blasts for Promoting Products, Services and Programs

- Complete the FHIMA Advertising Agreement. In addition to the form, please submit the content of your email blast to the Executive Director at [info@fhima.org](mailto:info@fhima.org).
- For email blasts, you can either submit the actual content of the email or submit an outline of what will be included in the email. Please include any attachments (brochures, flyers, etc) and include any links that will be included in the body of the email.
- For email blasts, you will need to send the exact email body content and any attachments to the Executive Director at [info@fhima.org](mailto:info@fhima.org). You will also need to supply the exact date(s) you wish the blast to be sent.

#### C. E-Coastline Online Newsletter Issue Sponsorship & Vendor Showcase Listing

- Complete the FHIMA Advertising Agreement. In addition to the form, please submit the content of your web banner to the Executive Director at [info@fhima.org](mailto:info@fhima.org).
- Once you are notified by FHIMA that approval has been given, you will need to send the actual banner file in .jpg format to the Executive Director at [info@fhima.org](mailto:info@fhima.org). Please make sure the file size matches the banner size purchased.

#### D. Sponsorship of FHIMA Email Alerts

- Complete the FHIMA Advertising Agreement. In addition to the form, please submit the content of your web banner and company description (if Premier level) to the Executive Director at [info@fhima.org](mailto:info@fhima.org).
- Once you are notified by FHIMA that approval has been given, you will need to send the actual banner file in .jpg format to the Executive Director at [info@fhima.org](mailto:info@fhima.org). Please make sure the file size matches the banner size purchased.



# Advertising Agreement

## COMPANY INFORMATION:

COMPANY NAME: \_\_\_\_\_

COMPANY CONTACT PERSON: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIPCODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

## ADVERTISING SELECTIONS:

Website Advertising (on all main navigation pages)	PRICE	QUANTITY	TOTAL
1 Year 468 x 80 Banner Ad for one year (scrolling banner at top of all main navigation pages)	\$1200		
1 Year 130x70 Banner Ad (single slot)	\$600		
1 Year 125x125 Banner Ad (single slot)	\$800		

*Note: Advertiser is responsible for banner ad design and costs for design.*

e-Coastlines Advertising (online newsletter published at least 6 times per year)	PRICE	QUANTITY	TOTAL
1 Year sponsorship: 130x70 Banner Ad	\$600		
1 issue sponsorship: 130x70 Banner Ad	\$150		

*Note: Advertiser is responsible for banner ad design and costs for design.*

Email Blasts for Promoting Products, Services and Programs	PRICE/TOTAL	Check # of blasts
1 Email blast	\$150	
2 Email blasts of same event/item	\$275	
3 Email blasts of same event/item	\$400	

**Note:** Database of emails will come from AHIMA membership roster for the Florida CSA and will include all membership status unless only specific membership categories are selected.

No more than 3 emails will be sent for the same message/event/topic, etc. Only one email advertising blast will be sent per day. The advertiser is responsible for suggesting dates to blast and the Executive Director will confirm those dates. Advertiser is solely responsible for the accuracy of the email message. After the first email is sent, membership will have the option to opt out from receiving any further emails sent on the same message.

**FHIMA Advertising Agreement – page two**

<b>Sponsorship of FHIMA emailed e-Alerts</b>	<b>PRICE</b>	<b>QUANTITY</b>	<b>TOTAL</b>
Basic Level (130x70 company logo with website URL link)			
1 Basic Level mailing	\$150		
3 Basic Level mailings	\$350		
Premier Level (130x70 company logo with website URL link & 300 character company description)			
1 Premier Level mailing	\$200		
3 Premier Level mailings	\$425		

**FHIMA Policy Regarding Advertising of Companies, Products, Programs and Services:**

FHIMA will permit posting of vendor sponsored banners and links on the FHIMA website. FHIMA also accepts sponsored advertisements in the Annual Convention program. Board approval is not needed for posting advertisements on website or in publishing in the convention program if Executive Director determines advertisement is consistent with FHIMA objectives.

FHIMA will not post or print advertisements of companies, products, programs or services or associations in direct competition with FHIMA or AHIMA. FHIMA retains the right to refuse any advertisement or advertiser.

Advertisers are liable for content of their advertisements. The appearance of advertisements on the FHIMA website or in the Annual Convention program does not imply FHIMA endorsement of company, product, program or service

**PAYMENT INFORMATION (print clearly)**

Check (Payable to: FHIMA)     Visa     MasterCard     American Express

Card # : \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing ZIP CODE: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**AGREEMENT**

The authorized signature/company agrees to follow FHIMA policies regarding advertising and email blasting. The authorized signature/company agrees to payment terms and agrees to release and hold harmless the Florida Health Information Management Association, its officers, representatives, agents and directors from all liability whatsoever for any loss, damage, or injury resulting directly or indirectly from any cause whatsoever in connection with the FHIMA Annual Convention and execution of this agreement.

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Submit your signed contract with your payment to:

**FHIMA**  
7510 Ehrlich Road  
Tampa, Florida 33625  
Fax: (813) 792-9442

If you have any questions, please contact: Carolyn Glavan, MS, RHIA at (813) 792-9550 or info@fhima.org