



An Affiliate of AHIMA

Advertising Agreement

Information Regarding Requests for Advertising and Email Blast for Promoting Products, Services and Programs

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. Website 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.
- 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.
- 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. Please make sure the file size matches the banner size purchased.

B. Sponsorship of FHIMA Email Alerts

- FHIMA e-Alerts are sent via email to FHIMA members and AHIMA Cert Status individuals in Florida on a monthly basis, approximately the 15th of the month. The alert contains information on upcoming events, news alerts and may contain HIM related articles.
- Two types of sponsorship are available with FHIMA e-Alerts, Basic and Premier.
- Complete the FHIMA Advertising Agreement. In addition to the form, please submit your company logo (and company description if purchasing Premier level) to info@fhima.org.
- Once you are notified by FHIMA that approval has been given, you will need to send the logo file in .jpg format to the Executive Director at info@fhima.org. Please make sure the file size matches the logo size specified below.

C. Sponsorship of FHIMA Email Blast

- FHIMA email blasts are sent on an as needed basis via email to FHIMA members on specific topics or notifications.
- One type of sponsorship is available and includes your company logo and a link to your website on one email blast that will be sent to membership.
- Complete the FHIMA Advertising Agreement.
- Once you are notified by FHIMA that approval has been given, you will need to send the logo file in .jpg format to the Executive Director at info@fhima.org. Please make sure the file size matches the logo size specified below.

D. Marketing Materials in Attendee Bags/Materials at FHIMA educational events

- Complete the FHIMA Advertising Agreement.
- Bags may or may not be given at event. Marketing materials will be given to attendees at registration.



FHIMA Advertising Agreement

COMPANY NAME: _____

COMPANY CONTACT PERSON: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

ADVERTISING SELECTIONS:

Website Banner Advertising (on all main navigation pages) <i>Note: Advertiser is responsible for banner ad design and costs for design.</i>	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		

Sponsorship of FHIMA emailed e-Alerts	PRICE	QUANTITY	TOTAL
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 & 75 character company or product description)			
1 Premier Level mailing	\$200		
3 Premier Level mailings	\$475		

Sponsorship of FHIMA Email Blast	PRICE	QUANTITY	TOTAL
Includes 130x70 company logo with website URL link	\$150		

Marketing Materials Inserted into FHIMA Education Event Attendee Materials (One printed marketing material piece or one marketing item included with attendee materials)	PRICE	QUANTITY	TOTAL
FHIMA Annual Convention Registered Vendor - Exhibitors who have purchased a booth at annual convention	\$50 per item		
FHIMA Annual Convention Non-Registered Vendors – Companies that have not purchased a booth at convention	\$200 per item		
FHIMA Educational Events/Workshops (excluding Annual Convention) with no exhibit booth option	\$200 per item		

TOTAL AMOUNT DUE	
-------------------------	--

PAYMENT INFORMATION (print clearly)

Check (Payable to: FHIMA) Visa MasterCard American Express

Card # : _____

Expiration Date: _____ Billing ZIP CODE: _____

Cardholder Name: _____

Cardholder Signature: _____

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

FHIMA will permit posting of vendor sponsored banners, verbiage and links on the FHIMA website and e-Alerts as long as the postings/printed materials adheres to FHIMA's policies. FHIMA accepts sponsored advertisements in the Annual Convention program as long as the content of the printed material adheres to FHIMA policies. 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 and policies.

FHIMA will not post or print advertisements or distributes materials of companies, products, programs or services or associations in direct competition with any aspect of 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.

AGREEMENT

The authorized signature/company agrees to follow FHIMA policies regarding advertising. 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 execution of this agreement.

AUTHORIZED SIGNATURE: _____ DATE: _____

Submit your signed agreement with your payment to:

FHIMA
7510 Ehrlich Road
Tampa, Florida 33625
Fax: (813) 792-9442 info@fhima.org

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