

The Healthcare Businesswomen's Association (HBA) is accepting *limited*\* sponsor advertising for their newsletter, The HBA Advantage. The newsletter is distributed six-times per year to over 3500 professionals in the healthcare industry.  
 \*Limited to 2-3 display ad positions per 12 page issue.

<b>RATES:</b>	<b>Standard Black &amp; White:</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
	Full page (7 x 10)	\$2450	\$2300	\$2100
	Insert (single leaf/pre-printed)	\$2450	\$2300	\$2100
	<b>Color:</b>			
	Four Color	\$1200		
	Two Color	\$ 700		

**MECHANICAL  
 REQUIREMENTS**

**Trim size:** 8-1/2" x 11"

**Ad size, non-bleed:** 7W x 10H

**Ad size, bleed ads:** 8 3/4" x 11 1/4"; **Important:** Any image, type, background or borders that bleed must extend 1/8" beyond the trimmed edge of the page. **Also** allow 3/8" for live matter within trim.

**Ad material requirements:** *Electronic files ONLY: Adobe Acrobat Press (hi-res) PDF 1.3 (preferred);* Accepted: Adobe InDesign CS2 or lower, QuarkXPress 6.5 or lower, PageMaker, Illustrator EPS, Freehand EPS, or Photoshop TIFF only. Microsoft Word documents will NOT be accepted. Minimum resolution 300 dpi. Non-PDF files must include all fonts and linked images. Where applicable, fonts should be converted to paths/outlines. Avoid using TrueType or Type 3 fonts. Supply two hard copy proofs at 100% size that match each digital file. Contact publisher for additional details.

Media accepted: CD/DVD (preferred) or Mac/PC formatted 100/250 mb Zip™ disk, each labeled with advertiser name, phone/e-mail address, and contact person. PDF files can be e-mailed, however color proofs must still be supplied.

Production Work: Typesetting or any other production work done by the publisher will be billed separately.

**Inserts:** Call HBA Office for insert size requirements, quantities, and delivery instructions.

**Send disk/proof:** DACSDesign  
 HBA Advantage- Ad Materials  
 84-22 113<sup>th</sup> Street  
 Richmond Hill, NY 11418  
[dacsdesign@aol.com](mailto:dacsdesign@aol.com)

**Send payment:** HBA Advantage Newsletter  
 373 Route 46 W, E-215  
 Fairfield, NJ 07004

**ISSUANCE  
 AND  
 CLOSING DATES**

**Frequency:** Six times per year

**Issue dates:** 25th of January, March, May, July, September, November

**Ad closing date:** *1st of preceding month* (i.e. December 1 for January 25<sup>th</sup> issue). Cancellations are not accepted after ad closing date.

**Ad material/payment due date:** 15th of preceding month

**GENERAL  
 INFORMATION**

**To place your order:**

- Complete the attached insertion order form and submit to HBA by ad closing date
- Forward materials and payment to HBA by ad material/payment due date
- All ads are subject to acceptance by HBA
- Ads are non-commissionable and must be prepaid upon submission of ad material.
- For additional information contact HBA Office at (973) 575-0606 ext 251

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact person/Title: \_\_\_\_\_

Email: \_\_\_\_\_ Signature: \_\_\_\_\_

<b>Ad size:</b>	_____ Full Page	_____ Pre-printed Insert
<b>Rate:</b>	_____ 1-2 issues (\$2450/Full Page)	
	_____ 3-5 issues (\$2300/Full Page)	
	_____ 6 issues (\$2100/Full Page)	
<b>Color:</b>	_____ Four Color (\$1200)	_____ Two Color (\$700)
<b>Issues:</b>	_____ January/February	_____ July/August
	_____ March/April	_____ September/October
	_____ May/June	_____ November/December
<b>Discounts:</b>	_____ Corporate Partner* (5%)	_____ Directory Advertiser (5%)
	<i>*does <u>not</u> apply to individual membership</i>	

**Cost :** \_\_\_\_\_ + \_\_\_\_\_ *minus* \_\_\_\_\_ = \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
(rate) (color) (discount) (total per issue) (# of issues) (TOTAL for Year)

**Payment:** Complete credit card information below or send check payable to HBA to: HBA Advantage, 373 Rte 46 W, Bldg E-215, Fairfield, NJ 07004

Type of Card (circle one): AMEX Visa Mastercard \_\_\_\_\_  
Credit Card Number Exp. Date

\_\_\_\_\_  
Name on Card (please print) Signature

**Ad Material Instructions:** (check one) \_\_\_\_\_ Repeat last year's ad  
 \_\_\_\_\_ New material to follow by \_\_\_\_\_

Send ad material to: HBA Advantage, c/o DACSDesign, 84-22 113<sup>th</sup> St., Richmond Hill, NY 11418. (718) 847-7434 . [dacsdesign@aol.com](mailto:dacsdesign@aol.com)

**FAX Form to: (973) 575-1445**