

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine and directory.

Position Guarantee: 15% Premium

Rates	1x - Full Color	2-3x - Full Color	1x - B&W	2-3x B&W
Double Page Spread	<input type="checkbox"/> \$2,859.50	<input type="checkbox"/> \$2,429.50	<input type="checkbox"/> \$2,009.50	<input type="checkbox"/> \$1,709.50
Outside Back Cover	<input type="checkbox"/> \$2,599.50	<input type="checkbox"/> \$2,299.50	N/A	N/A
Inside Front or Inside Back Cover	<input type="checkbox"/> \$2,429.50	<input type="checkbox"/> \$2,129.50	N/A	N/A
Tab (directory ONLY)	<input type="checkbox"/> \$2,299.50	N/A	<input type="checkbox"/> \$1,449.50	N/A
Full Page	<input type="checkbox"/> \$1,999.50	<input type="checkbox"/> \$1,699.50	<input type="checkbox"/> \$1,149.50	<input type="checkbox"/> \$979.50
1/2 Page Double Page Spread	<input type="checkbox"/> \$1,999.50	<input type="checkbox"/> \$1,699.50	<input type="checkbox"/> \$1,149.50	<input type="checkbox"/> \$979.50
2/3 Page	<input type="checkbox"/> \$1,719.50	<input type="checkbox"/> \$1,459.50	<input type="checkbox"/> \$989.50	<input type="checkbox"/> \$839.50
1/2-Page Island	<input type="checkbox"/> \$1,479.50	<input type="checkbox"/> \$1,259.50	<input type="checkbox"/> \$849.50	<input type="checkbox"/> \$719.50
1/2 Page	<input type="checkbox"/> \$1,269.50	<input type="checkbox"/> \$1,079.50	<input type="checkbox"/> \$729.50	<input type="checkbox"/> \$619.50
1/3 Page	<input type="checkbox"/> \$959.50	<input type="checkbox"/> \$819.50	<input type="checkbox"/> \$549.50	<input type="checkbox"/> \$469.50
1/4 Page	<input type="checkbox"/> \$729.50	<input type="checkbox"/> \$619.50	<input type="checkbox"/> \$419.50	<input type="checkbox"/> \$359.50
1/6 Page	<input type="checkbox"/> \$569.50	<input type="checkbox"/> \$479.50	<input type="checkbox"/> \$329.50	<input type="checkbox"/> \$279.50
1/8 Page	<input type="checkbox"/> \$449.50	<input type="checkbox"/> \$379.50	<input type="checkbox"/> \$259.50	<input type="checkbox"/> \$219.50

Select from the following options:

- Spring/Summer 2012 (INH-B0112)
- Fall/ Winter 2012 (INH-B0212)
- 2012-2013 Membership Directory & Resource Guide (INH-R0012)

*** Purchase a 3x contract of a 1/4 page ad or larger and receive a complimentary 50-word profile and black-and-white logo in our annual IHCA Membership Directory & Resource Guide.**

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Please sign and return to: