

Hepatitis Foundation International Advertising Guide

Thank you for your interest in advertising with the Hepatitis Foundation International, Inc. (HFI). We value your support and look forward to working with you in the near future. Below, you will find information regarding our resources and advertising program.

ABOUT US

The Hepatitis Foundation International is a 501c3 non-profit organization established in 1994 dedicated to promoting liver wellness and reducing the incidence of preventable liver-related chronic diseases and lifestyles that negatively impact the liver including; obesity, diabetes, hepatitis, substance abuse, HIV/AIDS, cardiovascular disease and fatty/liver cancer.

The HFI's patient advocacy initiatives provide the most current information on diagnosis, treatment and communication techniques to encourage individuals to assess their risk of infection, get screened and enter treatment early for optimal health outcomes.

GENERAL INFORMATION

HFI's comprehensive website (www.HepatitisFoundation.org) receives over 4,475,000 hits annually. The most viewed section of the website is the Resources/Links section.

Hepatitis Foundation International [Health e-Bytes Newsletter](#) is distributed electronically on the HFI website and by email to over 7,800 patients, providers and patrons nationwide per bi-monthly issue (six times annually).

DIGITAL ADVERTISEMENTS

By placing digital advertising with Hepatitis Foundation International, you are able to utilize both our website and our weekly e-blasts to create positive awareness, expand your reach globally and reach our constituents instantly in several ways. The more you advertise your organization, the greater the reach for your message and the better the outcome. Why not take advantage of our multiple outlets and place your ad online?

HFI Website Advertising

Banner/Column Ad	Size (in pixels)**	Cost
Page Top Ticker***	Up to 100 characters	\$425/month
Page Bottom Ticker***	Up to 100 characters	\$325/month
Full Width Page Top Banner	994 W x 60 D	\$375/month
Full Width Footer Banner	994 W x 60 D	\$275/month
Small, One Column Width	250 W x 100 D	\$185/month
Medium, One Column Width	250 W x 150 D	\$200/month
Square, One Column Width	250 W x 250 D	\$230/month
Skycraper, One Column Width	250 W x 500 D	\$250/month
Small, Two Column Width	500 W x 125 D	\$225/month
Medium, Two Column Width	500 W x 250 D	\$250/month

* A month is considered 30 days.

** Banner sizes are maximum widths and depths; smaller ads are acceptable and will be floated in the available space.

*** Please supply only headline text with appropriate links.

Web File Format: All static artwork must be JPEG or PNG format. All color files for the web must be submitted in a RGB color profile only at 72 DPI resolution.

Web Animation: All animated artwork must be GIF or SWF (Flash) format.

Web Image Size: Ideal web image should be no larger than 40k but larger sizes will be accepted upon review.

NOTE: All web ads, tickers and animations must receive HFI pre-approval before posting. Website ad sizes include horizontal, vertical and square.

DIGITAL ADVERTISEMENTS (CONTINUED)

HFI Weekly E-Blast

Ad Products	Size	Weekly	Monthly	Yearly
Sponsor Ads	140 x 100	\$125	\$325	\$2600
Tiles Ads	140 x 170	\$175	\$350	\$3000

HFI Dedicated E-Blast (100% exclusivity)

\$300 per blast
 \$800 for 3 blasts

HEALTH E-BYTES NEWSLETTER

PUBLICATION DATES

The Foundation's E-Newsletter is published six times annually on approximately the 15th of each month. Call for details on advertising size and position. All advertising materials are due two weeks prior to each publication date:

<u>E-Newsletter Issue</u>	<u>Advertisement Submission Date</u>
February/March.....	February 1
April/May.....	April 1
June/July.....	June 1
August/September.....	August 1
October/November.....	October 1
December/January.....	December 1

HEPATITIS FOUNDATION INTERNATIONAL 20TH ANNIVERSARY SOUVENIR PROGRAM BOOK

The Hepatitis Foundational International will celebrate its 20th year anniversary November 2014. HFI is developing a souvenir program book that celebrates HFI's accomplishments and sets the course for the next chapter in the organization's history. Please call for additional details, advertising deadlines and publishing schedule.

<u>Page Size</u>	<u>Dimensions</u>	<u>Cost</u>
Full Page	7.5" W x 10" D	\$900
½ Page	7.5" W x 5" D	\$500
¼ Page	3.25" W x 5" D	\$325
Inside Front Cover.....	7.5" W x 10" D	\$1,200
Inside Back Cover	7.5" W x 10" D	\$1,000
Back Cover.....	7.5" W x 10" D	\$1,500
2-Page Spread.....	16" W x 10" D	\$1,650

ELECTRONIC FILE SPECIFICATIONS

Send newsletter/print ads as a press quality PDF, JPG, TIFF or EPS (300 DPI, CMYK color profile) electronic files. Advertisements intended for the Web may be submitted in lower resolution (72 DPI, RGB color profile). Raw Illustrator, InDesign, or Quark files will not be accepted. Word documents may be submitted for non-camera ready text only. Any artwork included in Word files are for position only and are not acceptable for print. All photo and illustration artwork must be submitted separately as JPG, TIFF or EPS files. A design and processing fee will be charged for advertising layout and proofing of non-camera-ready files based on the complexity of the advertisement.

FONTS

All printer and screen fonts must be fully embedded in submitted files. Please note font variations or font substitutions may occur when fonts are not properly embedded. Such errors are the advertiser's responsibility.

SUBMITTING YOUR ADVERTISEMENT

All ads must be pre-paid to Hepatitis Foundation International, Inc. before they will be posted,

Please complete the [attached form](#) and fax to (301) 879-6890 or email to Ads@hepatitisfoundation.org.

The HFI process includes;

- You will receive a price quote dependent upon the ad size selection.
- Payment will be arranged, and the advertisement will be posted within 3 to 4 business days after payment is received.
- HFI does not post company logos.

Hepatitis Foundation International must approve all advertisements. Acceptance of advertising by HFI does not constitute or imply endorsement. HFI, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted, and reserves the right to insert the word "advertisement" on any advertisement.

PAYMENT AND CREDIT CARD POLICY

Payment in advance is required with submission of an advertisement. Payments (Visa, Amex, MasterCard and Discover accepted) should be made out to:

Hepatitis Foundation International
1955 Briggs Chaney Road
Silver Spring, MD 20905

CONDITIONS

Advertisers and advertising agencies are liable for all content (including text presentation and illustrations) of advertisements and are responsible without limitation, for any and all claims made thereof against Hepatitis Foundation International, its officers and employees. All property rights, including any copyright interest to any advertisements produced by Hepatitis Foundation International using any artwork furnished or arranged by us shall be the property of Hepatitis Foundation International.

Publisher reserves the right to revise, reject or omit without notice any advertisement at any time. Hepatitis Foundation International reserves the right to insert "Advertisement" on any advertising.

Hepatitis Foundation International accepts no liability for its failure, for any cause, to insert an advertisement. Advertising contracts must be completed within one year of first insertion. Publisher reserves the right to cancel contracts with 30 days' notice.

To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Hepatitis Foundation International reserves the right to revise its advertising rates at any time.

Announcement of an increase shall be made 30 days in advance to advertisers. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.

CANCELLATIONS

All cancellations must be made in writing to Ads@hepatitisfoundation.org two weeks prior to the publication date.

Should you have additional questions or require more information, please contact the HFI Advertising Department at (301) 879-6891, or email Ads@hepatitisfoundation.org.