

ALHFAM Publications Advertising Rates*

as of January, 2016

Bulletin Advertisements

All ad pricing is per issue. The *Bulletin* is published in B&W hard copy 4 times per year and is mailed to approximately 900 members each quarter. It is then made available electronically in color as a PDF document to members-only via the ALHFAM website.

Display Ads

Please provide electronic copy (in color if desired, for the on-line version) in TIFF, JPG or PDF formats if possible. Graphic layout services are available on request.

Full Page – 6.75” X 9”	\$100.00
Half Page – 3.25” X 9”	\$55.00
Half Page – 6.75” X 4.375 “	\$55.00
Third Page – 6.75” X 3”	\$43.50
Quarter Page – 3.25" X 4.375"	\$37.50
Eight Page – 3.25" X 2"	\$26.50

Boxed Text Ads

Per column inch (min. one inch)	\$8.00
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2016 *Bulletin* Advertising Deadlines

Winter Issue	01-09-16
Spring Issue	03-13-16
Summer Issue	07-17-16
Fall Issue	09-18-16

e-UPDATE Advertisements

All ad pricing is per publication/issue. The e-UPDATE is published monthly (on the 15th) and is distributed via email to all members and staff of member institutions. Emails are sent to approximately 1100 email addresses, with a ~35% open rate. It is also available to members-only via the ALHFAM website. The available ads-per-issue is limited to a set number, and so ads will be taken on a first-come basis each month and should be received by the first of the month.

Electronic Logo Ads – Hyperlinked to advertisers’ website or Facebook page.

Please provide electronic copy in TIF, JPG, or GIF formats

“Square” logo ads - 150 px X 150 px	\$50.00
“Banner” logo ads - 500 px X 100 px	\$75.00

*All Business Associates receive a 10% discount on ads. Additional advertising benefits of Business Associate Membership are detailed at <http://alhfam.org/join-us>