

# FHCA ANNUAL CONFERENCE & TRADE SHOW

## WEBSITE ADVERTISING

www.fhcaconference.org

Put your company just a click away from 1,000 long term care professionals!

### WHY ADVERTISE?

- Reach the Conference Attendees BEFORE the Trade Show to help drive traffic to your booth
- Reinforce your marketing message so that you stand out from your competition
- Allows dynamic, time-sensitive promotion
- Each Ad directs visitors to a landing page to learn more about your business

### SIDE BAR ADS

- Side Bar Ads appear in the left column of the pages of your choice, ensuring your message impacts those in the market for your specific product and services.
- Size: 210 pixels by 210 pixels
- Weekly and Monthly Advertisements Available
- Each Side Bar Ad allows two page placements of choice

The screenshot shows the FHCA website's navigation menu with links for Home, Highlights, Attendees, Exhibitors, Hotel, and Contact Us. The main content area is titled "Networking Events" and lists several events for August 2, 3, and 4, 2015. The sidebar on the left contains a "Highlights" menu with links to Mobile App, Meet the Speakers, Networking Events, Opening Social, Golf Tournament, Silent Auction, Fun Night, and Long Term Care Awards. Below the menu are two placeholder boxes labeled "Sidebar Ad #1" and "Sidebar Ad #2". At the bottom of the sidebar, there is a testimonial: "When it comes to professional development and networking, FHCA has not only been a source of education for me as a professional, but has benefited..."

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## AD INSERTION ORDER REQUEST

1. Complete and sign the contract below.
2. Fill out your credit card information and fax to (850) 681-2075, or enclose a check for the amount payable to FHCA, and mail the check along with this signed contract to the attention of Jenny Early:

P.O. Box 1459 • Tallahassee, FL 32302  
 Questions? Call Jenny Early at (850) 224-3907.

### ADVERTISING RATES AND RUN DATES

<b>Specifications:</b> <input type="checkbox"/> New Artwork <input type="checkbox"/> Repeat If repeat, please list below which month to repeat _____ <b>Logo Specs:</b> <ul style="list-style-type: none"> <li>GIF or JPEG file</li> <li>Size: 210 pixels x 210 pixels</li> <li>No flashing logos</li> </ul>	<b>Run Dates:</b> <input type="checkbox"/> March 2019 <input type="checkbox"/> June 2019 <input type="checkbox"/> April 2019 <input type="checkbox"/> July 2019 <input type="checkbox"/> May 2019 <input type="checkbox"/> August 2019  <b>Page Options:</b> <input type="checkbox"/> Highlights <input type="checkbox"/> Conference Tracks <input type="checkbox"/> Networking <input type="checkbox"/> CEUs <input type="checkbox"/> Attendees <input type="checkbox"/> FAQ <input type="checkbox"/> Registration & Fees <input type="checkbox"/> Hotel <input type="checkbox"/> Schedule  * Selct two pages per ad	<b>Ad Type:</b> <input type="checkbox"/> \$125 Per week  Please indicate the # of weeks below: _____  <input type="checkbox"/> Monthly- \$400 per month  Please indicate the # of months below: _____
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Web Address \_\_\_\_\_

Special Instructions \_\_\_\_\_

**CONTACT INFORMATION (please print clearly)**

Contact Name \_\_\_\_\_ Email \_\_\_\_\_  
 Company \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

**PAYMENT INFORMATION (please note that ads must be prepaid)**

Check Enclosed (make payable to FHCA)  
 Charge My:     American Express     Master Card     VISA                       Discover  
 Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_ Email for Receipt \_\_\_\_\_  
 Signature \_\_\_\_\_ Authorized Amount \$ \_\_\_\_\_

**Advertising Policies**

FHCA reserves the right to decline any advertisement that is contrary to the mission, goals and guiding principles of the Association. The appearance of an advertisement does not constitute an FHCA endorsement.  
**Dual responsibility for payment:** In the event of nonpayment, the publisher reserves the right to hold the advertiser/and or its advertising agency jointly and severally liable for payment due.  
**Publisher's Copy Protective Clause:** Advertisers and their agencies assume liability for the content of printed advertising. The publisher is not liable for errors in key numbers or for any inquiries or mail received by advertisers resulting from the ad.  
**Cancellations:** Ads may not be cancelled after the space reservation closing date. In the event that an ad is pulled after this date, the advertiser will be responsible for 100% of the contracted amount in the insertion order.