



## House Call E-blast Advertising

*House Call* is the Home Health Section's electronic newsletter sent by email. A member version is emailed to 2,320 Section members who allow email and a non-member version is emailed to 2,500 non-member contacts.\* Total distribution is approximately 4,800.

### House Call Advertising Availability

Advertising is available in 6 issues of *House Call*. There are **three advertising positions available in each of these 6 issues** and advertisers are limited to one advertisement per issue. Advertisements are reserved on a first-come first-served basis and payment is required to reserve space.

Note that *House Call* is published more frequently than 6 times per year, but advertising is not accepted in all issues.

### House Call Advertising Schedule

House Call Issue	Deadline	Distribution Date
Mid-Winter Combined Sections Meeting (CSM)	Jan. 15	Week before CSM
Early-Spring	Mar. 1	Mid-March
Early-Summer	June 1	Mid-June
Late-Summer	Aug. 1	Mid-August
Early-Fall	Sept. 1	Mid-September
Late-Fall	Nov. 20	Early-December

### Advertising Specifications

House Call advertisements are full-color, 570 pixels wide x 120 pixels high (exactly). Ad is required in jpg format and you should ensure clear image resolution before sending. You'll also provide us with a URL for active ad click.

#### SAMPLE SIZE



### Pricing

House Call advertisements are **\$250 each**. 10% discount with pre-payment if you reserve space in six sequential issues.

Use the Advertising Order Form for all Home Health Section advertisements: <http://bit.ly/HHAdOrder>

OR

**Purchase Online:** Note that you may also order advertising through the Home Health Section online store:

<http://www.homehealthsection.org/store>

### Limitations & Provisions

Due to the immediacy of E-blasts, all ads must be submitted in jpg format according to the size above. The Home Health Section reserves the right to restrict, edit, or reject any requested ad according to present or future policies of the Home Health Section Board or in consideration of competing current Home Health Section programming. This E-blast will not indicate endorsement or sponsorship by the Home Health Section or in any other manner directly or indirectly indicate a relationship with the Section without the express written approval from the Executive Director. Advertisers must certify that no referral source (including any referring physician) has a financial interest in the practice that is the subject of this advertisement.

*\*The Section's non-member email list includes registered subscribers to our website, lapsed Section members, and others who have requested inclusion in our mailing list but are not members or are not eligible to be members.*