

# 2020-2021 WEB ADVERTISING PROGRAM



The Michigan Health & Hospital Association gives healthcare leaders the must-know business intelligence they need, every day, on every platform. Make your organization stand out by advertising on the MHA website and the MHA Monday Report e-newsletter. A limited number of online advertisements are available in 2020-2021. This unique opportunity gives your organization a chance to be seen by thousands of healthcare leaders and policy makers.

MHA MONDAY REPORT E-NEWSLETTER	MHA.org HOMEPAGE	MHA BUSINESS SERVICES LANDING PAGE	MHA EDUCATION & EVENTS LANDING PAGE
<b>3,500+</b> hospital decision-makers and leaders reached weekly.	<b>2,800+</b> pageviews per month.	<b>650+</b> pageviews per month.	<b>650+</b> pageviews per month.

## AD OPTIONS

Please choose the ad placement your organization would like to purchase. Note that ad placements are available on a first-come, first-served basis.

- **4 consecutive advertisements in MHA Monday Report**  
(800 x 110 px format)..... \$4,000
- **4-week ad placement on MHA.org Homepage**  
(280 x 600 px format)..... \$700
- **4-week ad placement on MHA Business Services Landing Page**  
(350 x 400 px format)..... \$300
- **4-week ad placement on MHA Education & Events Landing Page**  
(350 x 400 px format)..... \$300

# WEB ADVERTISING PROGRAM | INTENT TO ADVERTISE

Organization Name \_\_\_\_\_

Organization Representative \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_ Date \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Landing Page URL \_\_\_\_\_

Ad Placement Requested \_\_\_\_\_

Start Date Requested \_\_\_\_\_

*Note: Ad placements are available on a first-come, first-serve basis and subject to requirements below. A member of the MHA team will follow up about your requested ad timing and placement. Please contact Erica Leyko (eleyko@mha.org) at (517) 323-3443 with questions.*

## AD REQUIREMENTS

All ads are subject to MHA review and approval and must be submitted two weeks prior to placement for review. The MHA reserves the right to refuse ads that do not meet the association's ad guidelines, specifications, principles and values. The MHA reserves the right to remove ads for failure to make timely payments. Approved advertisers, like all third parties, must first obtain written permission to reference or publish any MHA-owned content.

**The MHA will not accept ads promoting or supporting candidates for any political/elected office or elected office holders, and no ads will be accepted from insurance companies.**

Ads must be in .jpg or .png format and animations are not permitted. The ad must display fewer than 20 words and must use colors that have sufficient readability and contrast to be compliant with WCAG 2.1 AA web accessibility standards. To test if the colors in your ad have enough contrast, you can use the WebAIM Contrast Checker at [webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker).

The purchaser maintains ownership rights of all ads. Invoicing will not begin until a purchaser's ad has been approved by the MHA. Payment is due no later than 30 days after the ad is live on [www.mha.org](http://www.mha.org) or in MHA Monday Report.

**Completed Intent to Advertise forms should be sent to:**

Erica Leyko, MHA, 2112 University Park Drive, Okemos, MI 48864 or [eleyko@mha.org](mailto:eleyko@mha.org).

