



IHS 2026 MEDIA KIT



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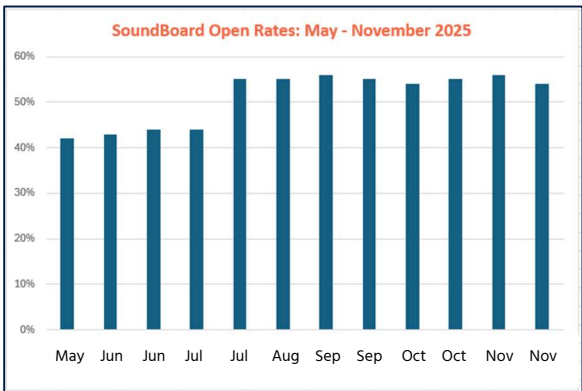
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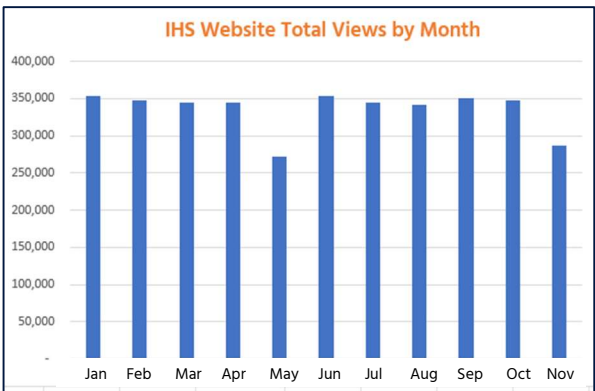
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The International Hearing Society marks its 75th Anniversary in 2026 – a perfect time to advertise and attract more attention to your brand.



Note: IHS launched a new email platform in May 2025.



Connect with Hearing Healthcare Professionals

Reach thousands of qualified hearing healthcare professionals with an integrated marketing plan. International Hearing Society members include dispensers, practice managers, and business owners.

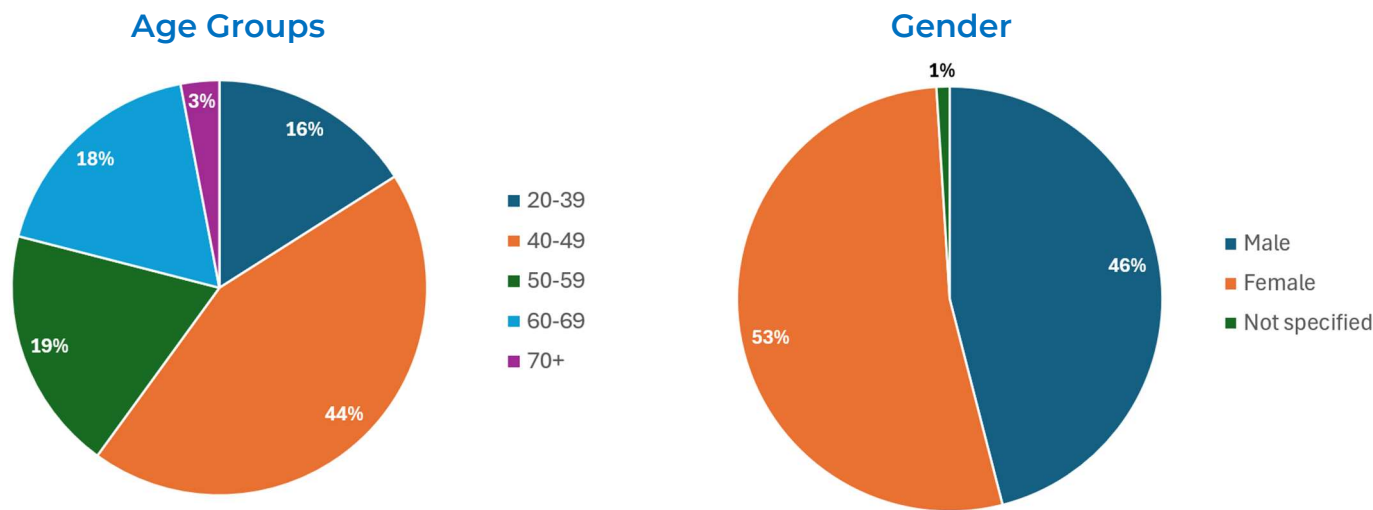
The International Hearing Society (IHS) is the professional association serving hearing aid dispensing professionals worldwide, including 10,000+ U.S.-based Hearing Aid Specialists and 3,000+ Canadian Hearing Instrument Practitioners. IHS has represented, promoted, and protected the hearing aid dispensing profession for 75 years – from 1951 to 2026 – and is the source for those wanting the latest news affecting their profession. IHS membership comprises more than **3,100 professionals**, who receive an exclusive quarterly magazine and **bi-weekly e-newsletter (55% average open rate per issue)** and visit the **IHS website (averaging 340,267 total views per month)** for the latest hearing healthcare news.



Hearing Aid Specialists are licensed healthcare professionals who specialize in the practice of evaluating hearing – selecting, fitting, and dispensing hearing instruments – and providing rehabilitative and aftercare services.

65% of *The Hearing Professional (THP)* readers own their practice or make buying decisions.

THP READER DEMOGRAPHICS



Boost Audience Reach with Print Ads + Digital Presence

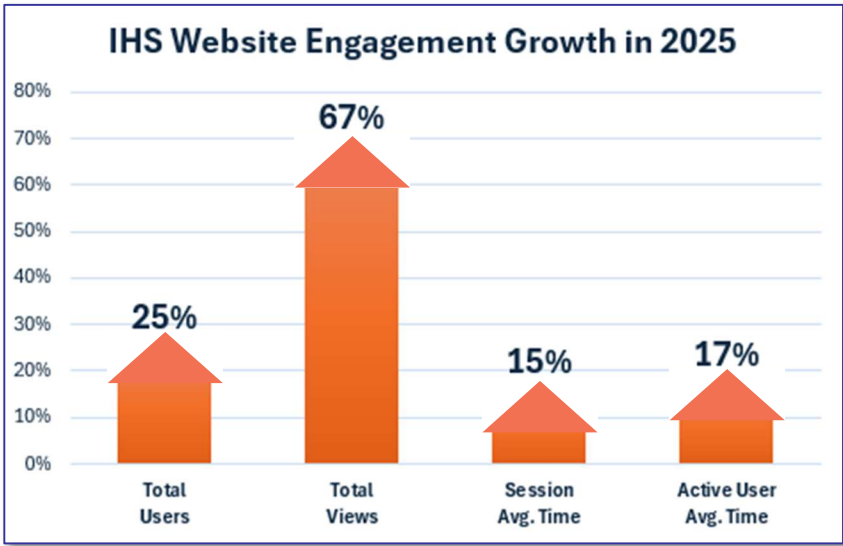
The IHS website continues to see fresh engagement – the total number of users grew 25% in 2025 and average session time grew 15% – thanks to new and improved online resources:

- IHS Career Center
 - IHS Webinars in the e-Learning Portal
 - IHS 360 App integration
- Coming in 2026

 - New site search capability
 - Improved site menu and navigation

Website total views reached 3,400,000+ in 2025 – 67% Growth!

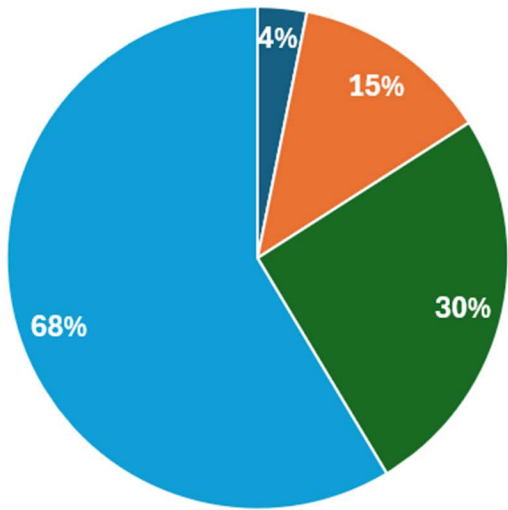
And it will only get better when we launch our completely redesigned IHS website in March 2026.



Growth in IHS social media reach drives viewers to where your ads live.

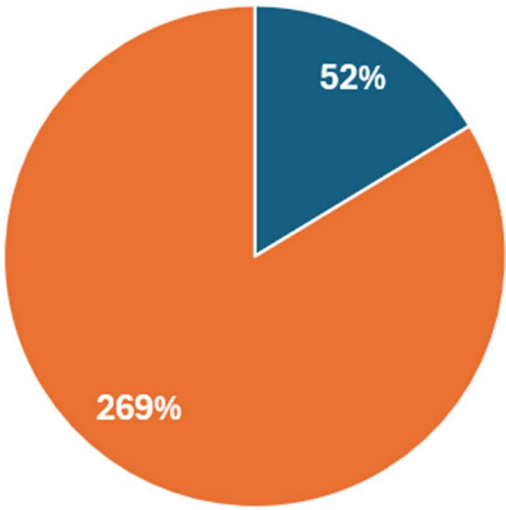
2025 – Mobile Follower/User Growth

Instagram IHS 360 App LinkedIn Facebook



2025 Facebook Views & Link Click Growth

Link Clicks Views



Effective Integrated Marketing

Check out the many options available to place your message in front of our highly engaged members. Develop a customized marketing plan by contacting us today at (734) 522-7200 or email advertising@ihsinfo.org.

Advertising Opportunities:

- **The Hearing Professional** magazine – print & digital ads
- SoundBoard e-Newsletter – bi-weekly member email
- IHS Website & e-Learning Portal – digital ads
- IHS Career Center – job postings, digital ads
- IHS 360 App – conference digital ads
- Sponsored Webinars – Live and On-Demand
- Sponsored Emails – your content, our members
- Direct Mail – membership list rental

IHS communications like *The Hearing Professional* magazine and SoundBoard e-Newsletter focus on hearing industry success stories, elaborate on best practices, and provide hearing healthcare professionals with inspiration and the latest news they need to thrive in the evolving profession.

Coming Soon in 2026...

New IHS Podcast with more integrated advertising opportunities



Contact the IHS Sales team:

Develop a customized marketing plan to connect your brand with more hearing aid dispensing professionals. Contact our sales team at advertising@ihsinfo.org to schedule a discovery call today.



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THE HEARING PROFESSIONAL

Advertising in *The Hearing Professional* magazine offers access to a highly targeted audience of hearing healthcare providers and decision-makers. As the official publication of the International Hearing Society, this magazine reaches professionals who are actively engaged in dispensing hearing aids and related technologies—making it the ideal platform for manufacturers, suppliers, and service providers to showcase their products and solutions.

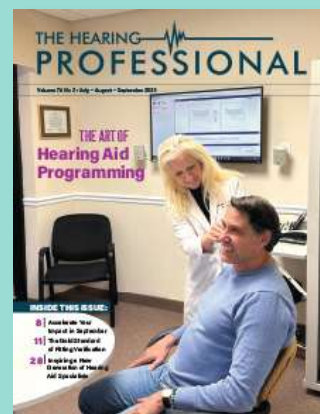
With content that informs and influences practice management and patient care, advertisers benefit from positioning their brand alongside trusted industry insights, reinforcing credibility and driving engagement. By connecting directly with those who purchase, recommend, and utilize hearing aid products and accessories, your message becomes part of the conversation shaping the future of hearing healthcare.

Key Benefits of *THP* Advertising

- Highly targeted membership audience of 3,100+ readers
- Valued by hearing practice owners and managers
- Direct calls-to-action (CTAs) for decision makers
- Establish your business as an industry leader

THP 2026 Editorial Calendar

Editorial themes and mail dates are subject to change based on the news cycle. IHS members receive *THP* as part of their annual membership fee, in print and digital formats.



2026 Edition	Editorial Theme	Space Reservation	Material Submission	Mail Date	Digital Send Date
JAN-FEB-MAR	IHS 75 th Anniversary Edition with IHS Pillar – Advocacy	Jan 2	Jan 9	Feb 20	Feb 27
APR-MAY-JUN	Marketing Tactics with IHS Pillar – Relationships (Pre-Conference Edition)	Apr 23	Apr 30	May 28	Jun 4
JUL-AUG-SEP	Counseling Best Practices with IHS Pillar – Communication (Post-Conference Edition)	Aug 25	Aug 31	Sep 28	Sep 30
OCT-NOV-DEC	Holistic Hearing Care & Mental Health with IHS Pillar – Education	Oct 19	Oct 26	Nov 24	Dec 1

THP2026 Ad Rates & Specifications

Premium Positions	1X	2X	3X	4X
2-Page Spread	\$3,770	\$3,665	\$3,665	\$3,545
Inside Front Cover	\$2,315	\$2,245	\$2,245	\$2,165
Inside Back Cover	\$2,315	\$2,245	\$2,245	\$2,165
President's Page	\$2,315	\$2,245	\$2,245	\$2,165
Back Cover	\$2,500	\$2,440	\$2,440	\$2,335
Full Color Ad	1X	2X	3X	4X
Full Page	\$2,200	\$2,156	\$2,156	\$2,084
1/2 Page	\$1,750	\$1,700	\$1,700	\$1,620
1/3 Page	\$1,590	\$1,560	\$1,560	\$1,540
1/4 Page	\$1,375	\$1,350	\$1,350	\$1,310
1/8 Page	\$1,045	\$1,025	\$1,025	\$1,000
Black & White Ads	30% Off Full Color Ad Rates			
Classified Ads	<ul style="list-style-type: none">• \$0.99 per regular word.• \$20 additional for boxed ad.• \$50 additional to include logo.• \$55 minimum required for all classified ads.			
Production	<ul style="list-style-type: none">• Offset Lithography process• SWOP standards apply• Binding: Saddle stitch			

Ad Layout Specifications:

- Trim size: 8/5"w x 11.0"h
- Full Page Bleed: 8.75"w x 11.25"h
- Bleed includes: .125" (1/8") bleed on all 4 sides of full-page ad, except back cover*.
- Text elements and non-bleed ad elements should be .375" (3/8") inside the trim edge.
- There is no extra charge for full bleed.
- Premium positions are full color only.

Ad Art File Specifications:

- High resolution (300dpi) raster or vector file formats required.
- Output is CMYK in either JPG, TIFF, or hi-res PDF file formats.
 - Preferred PDF file format uses PDF/x-1A standards, or a press-quality PDF.
- All fonts must be embedded.
- All images and colors must be defined in CMYK or grayscale color mode.
 - Do not use RGB or LAB modes.
- All spot and /or PMS colors must be converted to CMYK process color.

THP Ad Art Specifications:

Full Page: Live Area 7.75"w x 10.25"h
Trim 8.5"w x 11.0"h
Bleed 8.75"s x 11.25"h

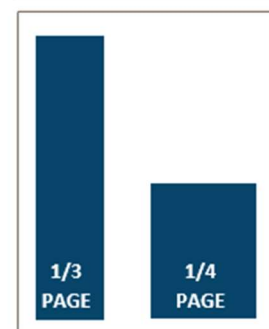
Back Page: Live Area 7.75"w x 9.0"h
Trim 8.5"w x 11.0"h
Bleed 8.75"w x 9.125"h
(*3-sides)

1/2 Page: 7.5"w x 4.75"h

1/3 Page: 2.375"w x 9.125"h

1/4 Page: 3.625"w x 4.75"h

1/8 Page: 7.5"w x 1.75"h (banner)



Share Your Expertise in *THP*

The Hearing Professional quarterly magazine gets your valuable message in front of an engaged audience of hearing healthcare professionals and decision makers.

THP Editorial Submission Guidelines

IHS welcomes submissions of articles for consideration in *The Hearing Professional (THP)*. Your submission must be free of commercialism and be timely and relevant to the hearing healthcare profession and industry or general business management. THP magazine is the official member publication of the International Hearing Society.

Format and Details for Submitting Non-CE Articles

Manuscripts should be in Microsoft Word format and attached in an email to sdenboer@ihsinfo.org. Articles typically run 500 – 1,500 words except for feature articles, and CE articles as defined below. All related art files including photos, charts, and graphs should be submitted with your manuscript in the highest resolution possible with a description or caption for each art file. Please include a short author biography and head shot with your manuscript.

Submitting Articles for Continuing Education Credit

IHS offers *THP* readers the chance to earn continuing education (CE) credit when they read select articles and complete the related quiz. IHS professional members receive these CE credits free. Educational articles may cover a variety of subjects, including audiometric assessment, instrument fitting, patient counseling, rehabilitation, practice management, ethics, and best practices. If you have an article idea suitable for CE credit, include a 10-question, multiple choice quiz with your article submission. If IHS determines the article does not meet the guidelines for CE credit, the article will still be considered for publication without the related quiz, which removes the opportunity for readers to gain CE credit. CE articles are typically 2,500 – 5,000 words.

All article submissions will be considered for publication, but not all are guaranteed for publication. All copy is subject to editing to comply with IHS standards and terminology, at our discretion. IHS will make every effort to provide, but cannot guarantee, a review of any edited copy prior to publication.

NOTE: *THP* is an exclusive publication for IHS members. Content is not to be shared in its entirety on social media or other sharing platforms without the knowledge and approval of IHS.

For questions, please contact:

Sandra den Boer
Editorial, PR, & Sales Director
sdenboer@ihsinfo.org
(734) 522-7200, ext. 114



IHS Advertising & Payment Policies

To better serve our advertisers and maintain consistency for our members, IHS has implemented new policies for advertising and payment requirements.

These updates clarify where career-related advertisements may appear and establish a **streamlined payment process** to ensure timely ad placement and delivery of sponsored assets.

Please review the following policies carefully to understand how these changes affect your advertising experience with IHS.

Job and Career-Opportunity Content Policy

To maintain consistency and value for our members, **all job postings and career-related advertisements** (including recruitment and career opportunities) are permitted **only** on the Association's official Job Board (IHS Career Center) landing page. For example, these types of ads will not be accepted for placement in newsletters, social media, periodicals, other areas of the IHS website, outside the designated job board.

Career-related advertisements mean content that has a solicitative effect to actively recruit, solicit, or attempt to engage individuals to apply for a specific job or position or career opportunity. This would include job postings, recruitment ads for specific positions, direct invitations to apply for employment.

Generic career-related advice, like professional development, is not considered a career-related advertisement, nor is general brand awareness, "i.e. Learn more about XYZ company."

Advertisements that are included in event tote bags, as well as materials displayed and/or distributed in an exhibitor booth by a registered exhibitor, are exempted from this policy and may contain solicitative language.

Affirmed by the IHS Board of Governors, September 2025

Advertising and Sponsorship Payment policy

To ensure timely placement and delivery of advertising services, **full payment is required prior to the scheduled ad placement date or before any IHS assets are provided to the advertiser or sponsor**. This applies to all advertising placements, sponsored marketing opportunities, and list rentals. Orders will not be processed, and assets will not be released until payment is received in full.

Payment Methods

Advertisers may pay by:

- **Check** (if mailing an insertion order)
- **Credit Card or ACH** (ACH available only for qualifying companies)
- **Invoice Request** (please allow sufficient time for IHS to generate the invoice and for payment to be completed prior to the relevant ad placement, email send, or webinar date.)

SoundBoard – Be Seen, Get Clicks!

Our member e-news source places your ad next to must-read information on a bi-weekly basis. Be seen next to must-read content! Each issue of **SoundBoard** averages a **55% open rate**, and it's trending toward 58% for 2026.

Purchase a lead or standard banner ad to be seen by thousands of hearing healthcare professionals, decision makers, and practice owners. Send dates are subject to change based on the news cycle.

- **3,000 average send count is estimated to grow 25%**
- **96% average delivery rate**
- **5% average click rate**

55% average open rate – ↑ 5% over 2024.

Key Benefits of SoundBoard Advertising:

- Highly targeted membership audience of 3,100+ readers
- Cost-effective content creation
- Lead generation and/or web traffic drivers
- Establishes industry leader status
- Quality metrics to evaluate ROI

SoundBoard e-Newsletter 2026 Calendar

2026 Issues (2x / month)	Email Send Dates	Space Reservation	Material Submission
JANUARY	Jan 14 and Jan 28	Dec 19	Jan 5
FEBRUARY	Feb 11 and Feb 25	Jan 23	Feb 2
MARCH	Mar 11 and Mar 25	Feb 20	Mar 2
APRIL	Apr 8 and Apr 22	Mar 20	Mar 30
MAY	May 6 and May 20	Apr 17	Apr 27
JUNE	Jun 10 and Jun 24	May 22	Jun 1
JULY	Jul 8 and Jul 22	Jun 18	Jun 28
AUGUST	Aug 5 and Aug 26	Jul 17	Jul 27
SEPTEMBER	Sep 9 and Sep 23	Aug 21	Aug 31
OCTOBER	Oct 7 and Oct 21	Sep 18	Sep 28
NOVEMBER	Nov 4 and Nov 18	Oct 23	Nov 2
DECEMBER	Dec 9 (one issue)	Nov 30	Nov 16

Advertisement

Make Better Hearing Possible with Flexible Financing

Easy financing helps more people move forward with hearing care.

YOUR LEAD BANNER AD HERE

SOUNDBOARD

INTERNATIONAL HEARING SOCIETY'S MEMBER NEWSLETTER

Advocacy Member Resources Advertise

A Critical Alert - Protect Hearing Aid Specialist Licensure in Michigan and Utah

Michigan and Utah are currently considering proposals to eliminate Hearing Aid Specialist licensure entirely or reduce it to mandatory certification. These changes threaten patient safety and conflict with FDA regulations requiring prescription hearing aids to be dispensed by "practitioners licensed by law." Furthermore, elimination jeopardizes insurance reimbursement, as most managed care plans require licensure for participation.

While these proposals appear to be isolated incidents in two states, seven states already considered and rejected similar deregulation. IHS encourages state chapters to act now, network with legislators, monitor regulatory activity, and educate decision-makers about licensure's importance before your state faces similar threats.

Advertisement

We Value Our Hearing Care Professionals!

Check out our in the next

YOUR BANNER AD HERE

AD RATES	1X	2X	3X
Lead			
Banner Ad	\$1,050	\$1,000	\$970
1 spot/issue			
Banner Ad			
Multiple	\$790	\$750	\$730
Spots/issue			

Digital ad art files must be:

- 610 x 90 pixels (landscape)
- 72dpi (screen) resolution
- RGB color mode PNG or JPG only
- Total file size not to exceed 90KB
- **Include URL** or email address for call to action (CTA) link with your ad placement

Website and e-Learning Portal

Connect your brand with hearing healthcare professionals where they learn and engage.

These platforms are trusted resources for continuing education and industry updates, attracting members who are committed to professional growth and practice excellence. By placing your message in these high-traffic digital spaces, you gain visibility among decision-makers at the exact moment they are seeking solutions and innovations. Your advertising becomes part of their experience.

Website 2025 Metrics:

IHS Home Page per month

- 2,728 average users
- 6,225 average views

IHS e-Learning Portal per month

- 2,576 average users
- 272,257 average views

Website 2026 Ad Rates:

A 1x ad placement = 30-day duration, unless noted otherwise. **Include a URL** or email address with your ad placement. IHS reserves the right to schedule lead ad spots for Society advertisements.

Online Ad Placements	Ad Size	1X	3X	6X	9X	12X
IHS Home Page – Tile Ad	360 x 360 pixels	\$800	\$760	\$740	\$720	\$680
IHS Home Page – Tower Ad	360 x 630 pixels	\$450	\$425	\$415	\$405	\$383
IHS Home Page – Banner Ad	962 x 125 pixels	\$700	\$655	\$650	\$630	\$595
e-Learning Portal – Banner Ad	1200 x 125 pixels	\$1,000 – 15 days		\$2,000 – 30 days		

Home Page Specifications:

Ad Sizes

- Tile Ad = 360 x 360 pixels
- Tower Ad = 360 x 630 pixels
- Banner Ad = 962 x 125 pixels

Ad Art Specifications

- All ad art at 72dpi (screen) resolution
- RGB color mode in PNG or JPG format
- File size not to exceed 90KB



e-Learning Portal Specifications:

Ad Size & Art Specifications

- Lead Banner Ad = 1200 x 125
- All ad art at 72dpi (screen) resolution
- RGB color mode in PNG or JPG format
- File size not to exceed 90KB



IHS Career Center launched in 2025

The IHS Career Center is the first career center/job board dedicated to hearing healthcare professionals seeking career growth—and for practices looking to attract top talent. This dynamic platform offers job postings and digital advertising opportunities that put your brand front and center with an engaged audience. Check it out at careers.ihsinfo.org.

Why Advertise in the IHS Career Center?

- **Targeted Reach:** Your message appears where professionals are actively planning their first or next career move.
- **High Engagement:** Job seekers visit frequently, ensuring your ads and employer profile get noticed.
- **Flexible Options:** Post open positions or place featured ads on the Career Center dashboard to promote your recruiting efforts.

Drive Recruitment and Brand Awareness

Whether you're hiring Hearing Aid Specialists or promoting solutions that support practice success, the Career Center is the ideal environment to connect with decision-makers and influencers in the industry.

IHS Advertising Policy

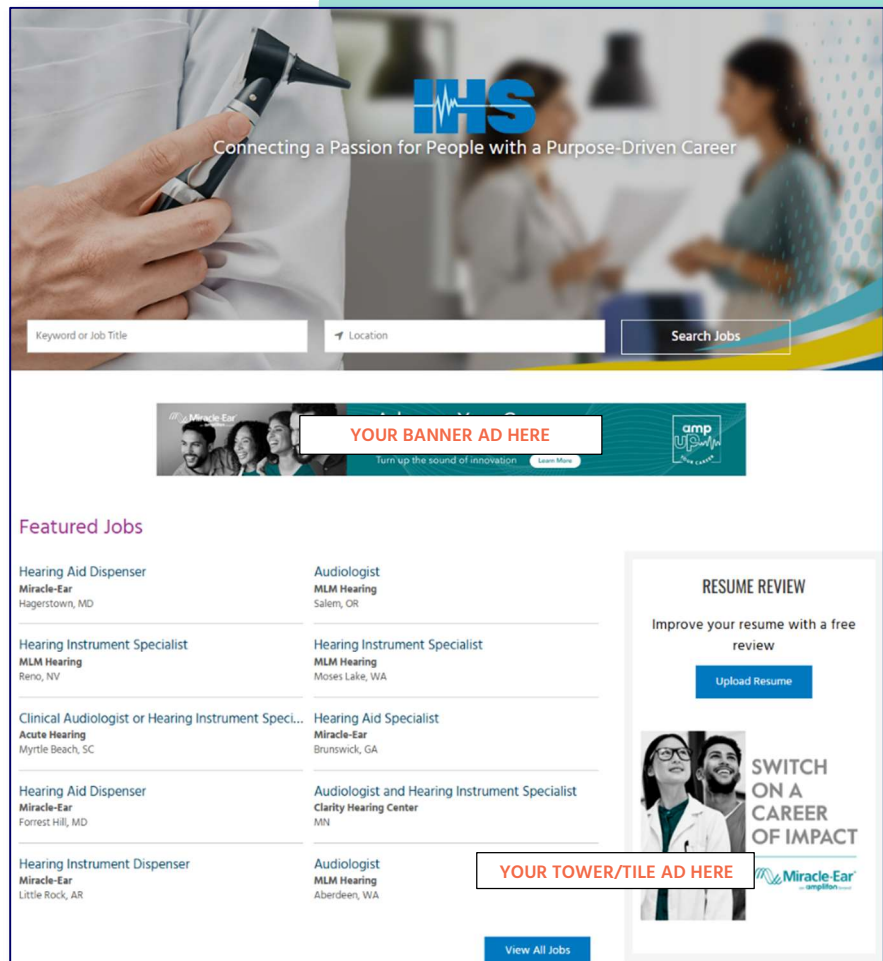
To ensure consistency and member value, all job postings and recruitment ads must appear exclusively on the Association's official Job Board. These include any content soliciting applications for specific positions. Ads in newsletters, social media, periodicals, other website areas, or outside the Job Board are prohibited. Career advice or general brand awareness is allowed elsewhere. Event tote bag inserts and exhibitor booth materials are exempt.

See the full policy statement on page 7

Visit careers.ihsinfo.org to post a job.

The IHS Career Center isn't just about jobs – it's about opportunity.

Position your business where professionals turn for growth and make your message part of their success story.



Direct Mail Still Delivers

In today's digital-first world, it's easy to overlook the power of print—but in the hearing healthcare industry, Direct Mail remains a trusted and effective way to reach professionals. Why? Because Hearing Aid Specialists and practice owners value tangible, credible communication that stands out from crowded inboxes.

Member mailing lists are rented for one-time usage - \$3,150

A classic channel still relevant in Hearing Healthcare:

- **High Visibility:** Physical mail commands attention in a way digital ads often can't.
- **Credibility & Permanence:** Printed materials convey authority and stay in the office longer, reinforcing your brand.
- **Targeted Distribution:** Reach IHS members—hearing aid specialists and other professionals with precision.

Reach targeted roles:

- Hearing Aid Specialists
- Front office staff
- Insurance administrators
- Practice managers
- Business owners
- And, drive IHS Conference & Expo attendees to your booth.

A Proven Marketing Method for Industry Leaders

Manufacturers and suppliers know that **relationship-building is key**. Direct Mail provides a personal, professional touch that complements digital campaigns. It's why niche marketing firms serving hearing, dental, and vision providers continue to include Direct Mail in their strategies—it works.

Direct Mail isn't outdated—it's a differentiator. In a digital-heavy landscape, it remains one of the most effective ways to capture attention and build trust with hearing healthcare professionals.

Complete the List Rental form on page 18 and submit with an image example of your direct mail piece.

- Complete the member list rental request form, including your third-party mailing contact information if applicable, and include full payment information.
- Include a sample of your mail piece with your request form for IHS to preview (PDF or scanned/photo image is acceptable).
- Upon reviewing your sample and processing of full payment, IHS will provide an Excel file in .xlsx or .csv format within 5 business days.
- Printed mailing labels are available for an additional \$50 if you are not working with a third-party mail fulfillment service.
- Member email addresses are not included.



Sponsored Emails

With a trusted reputation and a highly engaged membership, IHS offers advertisers a unique opportunity to build credibility and drive results. Sponsored Emails are your direct line to the professionals shaping the future of hearing healthcare.

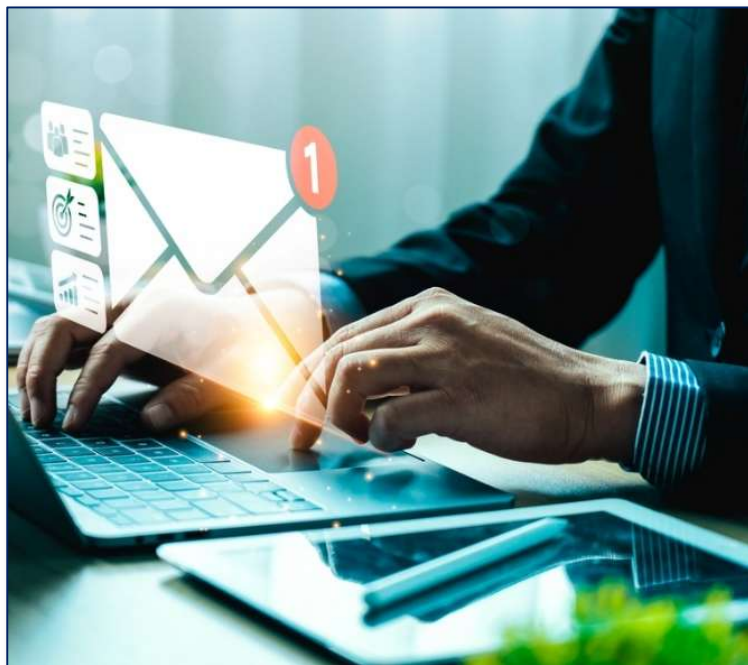
A Sponsored Email is a one-time send - \$3,150

Direct Access to Engaged Hearing Care Professionals

When you need your message to stand out, Sponsored Emails deliver unmatched visibility and engagement. With this exclusive opportunity, your brand connects directly with IHS members—a highly targeted audience of hearing care professionals who trust IHS as their go-to resource for education, advocacy, and industry insights.

Why Sponsored Emails Work:

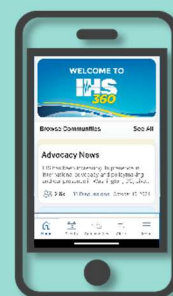
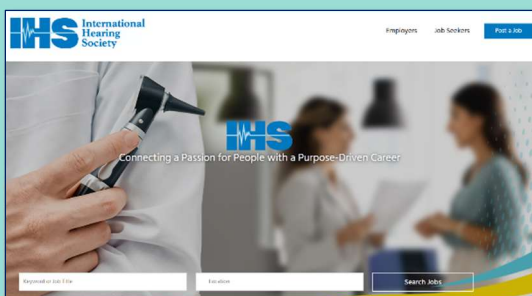
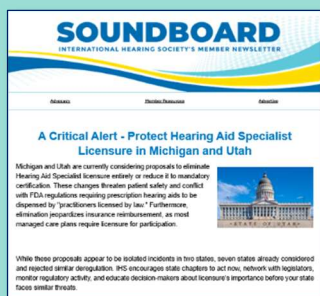
- **Direct Delivery:** Your message lands in the inbox of decision-makers and influencers in the hearing healthcare field.
- **High Engagement:** IHS members actively seek solutions, products, and services that enhance patient care and practice success.
- **Customizable Content:** Tailor your email to spotlight new products, special offers, educational opportunities, or thought leadership.



Expand Your Impact with Integrated Marketing

Sponsored Emails are even more powerful when combined with IHS' multi-channel marketing options:

- **Print Advertising** in *The Hearing Professional* magazine for lasting visibility.
- **Digital Placements** in the SoundBoard e-newsletter, IHS Website, and IHS e-Learning Portal.
- **Career Center Ads** to connect with professionals seeking growth.
- **IHS 360 App** for on-the-go engagement with members.





Sponsored Webinars

Educate While Elevating Your Brand

IHS sponsored webinars offer a unique platform for companies to connect with hearing healthcare professionals in a meaningful way. By sponsoring an educational webinar, you'll have the opportunity to deliver valuable insights, showcase your expertise, and position your brand as a trusted leader in the hearing care industry. Live and pre-recorded webinars are available—scheduling is limited.

- **Direct Access to Decision Makers**
Reach a highly engaged community of hearing aid specialists, and other professionals dedicated to improving hearing health.
- **Thought Leadership**
Share your knowledge and innovations through educational content that resonates with practice owners and decision-makers.
- **Brand Visibility**
Your company's logo, messaging, and presence will be featured prominently before, during, and after the webinar—ensuring lasting recognition.

What's Included

- **Exceptional Webinar Experience**
Collaborate with our team to select a hot topic with educational deliverables to deliver maximum impact.
- **Promotion Across Channels**
Your webinar will be marketed through IHS email campaigns, social media, and website.
- **Post-Event Engagement**
After your webinar is launched, it remains viewable throughout the year(s) for viewing by professionals who need continuing education credits.
- **All sponsored webinars** are viewable in the IHS e-Learning Portal in perpetuity.



Limited quantities of Live and Pre-recorded webinars are available for purchase ranging from \$1,260 to \$4,200.

Sponsored Webinar Requirements

Live Webinar – \$4,200

- IHS begins promotion 1 month prior to the live date.
- Promotional elements required include webinar title and description, 3-5 learning objectives, sponsor logo, and speaker name, bio, and headshot.
- Two production practice sessions will be scheduled with sponsor's speaker and IHS marketing staff.
- A recording of the live webinar is posted in IHS' e-Learning Portal.

On-Demand Webinar

- Sponsor provides an MP4 file of the pre-recorded webinar.
- Promotion begins on the date IHS posts the pre-recorded webinar in the IHS e-Learning Portal.
- Length can vary from 15-minutes to 60-minutes, with respective pricing.



IHS 360 Member App

Advertising opportunities available in IHS 360 are specifically related to the annual IHS Conference & Expo.

Our member app extends the Society's reach in promoting the role of hearing healthcare professionals. The app provides members with peer-to-peer networking, legislative activity alerts, trending industry news, and enhanced membership tools and resources. It is a comprehensive way to engage with and stay connected to the IHS community.

Conference ad and alert opportunities:

- Banner ads on attendee dashboard
- Sponsored push notifications
- App activity sponsorships available

Exhibitor and Sponsor benefits:

Sponsor Profiles – conference directory
Exhibitor Profiles – conference directory
Exhibitor Lead Retrieval – in app scanning

App Ad Rates & Metrics:

IHS 360 App Ad Rates

- \$2,100 Banner Ad - attendee dashboard
 - 30-day ad posting in ad carousel
- \$1,575 Sponsor Alert – attendee notification

Conference Downloads/ Total Users

106 average app downloads AUG-OCT 2025

987 logged in users

30% growth in logged in users over 2024)

App Ad & Alert Specifications:

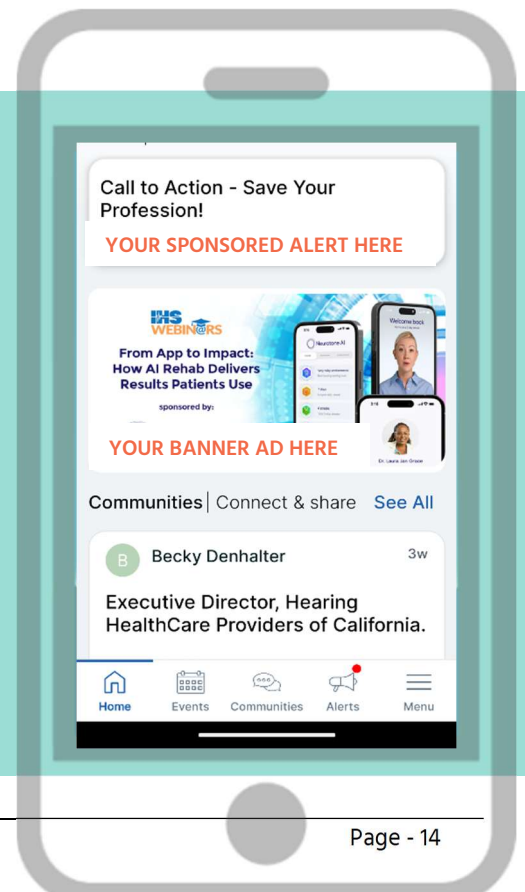
Banner Ad – Conference Attendee Dashboard

- Image Size: 1000w x 500h pixels
- Image Resolution: Screen (72 dpi)
- File Format: JPG/PNG only, RGB

Sponsor Alert – Attendee Notifications

Title (required): 40 Characters maximum

Message – maximum of 600 characters
– first 150 characters display





2026 IHS PUBLICATIONS – ADVERTISING INSERTION ORDER

ADVERTISER Submit completed insertion order to advertising@ihsinfo.org
Credit Card information is shredded/deleted after successful payment processing.

Company Name: _____
Contact: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

THP MAGAZINE INSERTION ORDER

AD SIZE: ☐ FULL PG ☐ BACK PG ☐ 1/2-PG
☐ 1/3-PG ☐ 1/4-PG ☐ 1/8-PG

AD COLOR: ☐ Full Color ☐ Black/White

PREMIUM PLACEMENT: *(full color only)*

☐ Inside Front Cover ☐ Inside Back Cover
☐ Back Cover ☐ President's Page

FREQUENCY: 1X 2X 3X 4X

EDITION:

☐ Q1 JAN-FEB-MAR ☐ Q2 APR-MAY-JUN
☐ Q3 JUL-AUG-SEP ☐ Q4 OCT-NOV-DEC

URL link: _____

THP AD INSERTION COST: *(see page 5)*

	Quarterly Magazine
AD RATE	\$ _____
FREQUENCY	X _____
THP AD COST	\$ _____

SOUNDBOARD INSERTION ORDER

AD SIZE: ☐ Lead Banner \$1,050
☐ Banner \$790

FREQUENCY:

☐ JAN 14 ☐ JAN 28 ☐ JUL 08 ☐ JUL 22
☐ FEB 11 ☐ FEB 25 ☐ AUG 05 ☐ AUG 26
☐ MAR 11 ☐ MAR 25 ☐ SEP 09 ☐ SEP 23
☐ APR 08 ☐ APR 22 ☐ OCT 07 ☐ OCT 21
☐ MAY 06 ☐ MAY 20 ☐ NOV 04 ☐ NOV 18
☐ JUN 10 ☐ JUN 24 ☐ DEC 09

URL link: _____

SOUNDBOARD AD INSERTION COST: *(see page 8)*

	Email Newsletter
AD RATE	\$ _____
FREQUENCY	X _____
SB AD COST	\$ _____

CLASSIFIED AD INSERTION ORDER: \$55.00 MINIMUM FOR ALL CLASSIFIED ADS

					CLASSIFIED AD TOTAL
Reg. words _____	x \$0.99 = \$ _____	Bold words _____	x \$1.15 = \$ _____		
CAP words _____	x \$1.15 = \$ _____	Boxed \$20.00	Logo \$50.00 = \$ _____	\$ _____	

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____
Card #: _____ Exp. Date _____ CVV: _____
Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.
Late payments may result in a suspension of advertising or an interruption of consecutive ad placements.

Cancellation: Prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing dates.



2026 IHS WEBSITE & e-LEARNING PORTAL INSERTION ORDER

ADVERTISER Submit completed insertion order to advertising@ihsinfo.org
Credit Card information is shredded/deleted after successful payment processing.

Company Name: _____
Contact: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

IHS WEBSITE INSERTION ORDER

1X ad placement = 30-day duration by calendar month, unless noted otherwise. For multi-frequency placements, selection of ad months will occur after acceptance of insertion order and is on a first-come, first-served basis; availability is subject to change.

AD PLACEMENT OPTIONS:

IHS HOME PAGE: ☐ TILE AD ☐ TOWER AD ☐ BANNER FOOTER AD
FREQUENCY: 1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X
AD URL Link: _____

WEBSITE AD INSERTION COST: (see rates on page 9) **TOTAL AD COST**
AD RATE \$ _____ x FREQUENCY _____ = \$ _____

IHS e-LEARNING PORTAL INSERTION ORDER

For longer duration sponsorship placements, consult with the IHS Sales staff. Selection of ad placement months occurs after acceptance of insertion order on a first-come, first-served basis; availability is subject to change.

AD SIZE: ☐ CATALOG PAGE LEAD BANNER AD
DURATION: ☐ 15-days = \$1,000 ☐ 30-days = \$2,000
FREQUENCY: 1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X
AD URL Link: _____

CATALOG PAGE AD INSERTION COST: **TOTAL AD COST**
AD RATE \$ _____ x FREQUENCY _____ = \$ _____

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____
Card #: _____ Exp. Date _____ CVV: _____
Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.

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2026 IHS CAREER CENTER INSERTION ORDER

ADVERTISER Submit completed insertion order to advertising@ihsinfo.org
Credit Card information is shredded/deleted after successful payment processing.

IHS is proud to operate the first career center /job board dedicated to Hearing Aid Specialists and related positions in the hearing healthcare industry. Place your advertisement in our career management and recruiting online resources to be seen by a highly targeted audience of potential employees.

Company Name: _____
Contact: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

CAREER CENTER BANNER AD

A 1X lead banner ad placement (\$2,200) on the IHS Career Center page. IHS reserves the right to give Society ad placements priority. Selection of banner ad date(s) will occur after acceptance of insertion order and is on a first-come, first-served basis, availability is subject to change.

BANNER AD FREQUENCY: (There are twelve (12) thirty-day ad placement opportunities for this ad spot)

1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X

BANNER AD CONTENT: ☐ Same Content per ad ☐ Different content per ad

BANNER AD INSERTION COST: AD RATE \$_____ x FREQUENCY_____ = \$_____

CAREER CENTER TILE AD

A 1X tile ad placement (\$1,000) on the IHS Career Center page. IHS reserves the right to give Society push notifications priority. Selection of tile ad date(s) will occur after acceptance of insertion order and is on a first-come, first-served basis, availability is subject to change.

TILE AD FREQUENCY: (There are twelve (12) thirty-day ad placement opportunities for this ad spot)

1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X

TILE AD CONTENT: ☐ Same Content per alert ☐ Different content per alert

TILE AD INSERTION COST: AD RATE \$_____ x FREQUENCY_____ = \$_____

TOTAL IHS CAREER CENTER AD COST \$_____

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____

Card #: _____ Exp. Date _____ CVV: _____

Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classified ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.

Late payments may result in a suspension of advertising or an interruption of consecutive ad placements.

Cancellation: Prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing date.

IHS Advertising Policy – Job and Career-Opportunities

To maintain consistency and value for our members, all job postings and career-related advertisements (including recruitment and career opportunities) are permitted only on the Association's official Job Board landing page. For example, these types of ads will not be accepted for placement in newsletters, social media, periodicals, other areas of the website, outside the designated job board. Career-related advertisements mean content that has a solicitative effect to actively recruit, solicit, or attempt to engage individuals to apply for a specific job or position or career opportunity. This would include job postings, recruitment ads for specific positions, direct invitations to apply for employment. Generic career-related advice, like professional development, is not considered a career-related advertisement, nor is general brand awareness, "i.e. Learn more about XYZ company." Advertisements that are included in event tote bags, as well as materials displayed and/or distributed in an exhibitor booth by a registered exhibitor, are exempted from this policy and may contain solicitative language. *Affirmed by the IHS Board of Governors, September 2025*



2026 IHS MEMBER MAIL LIST RENTAL FORM

ADVERTISER Submit completed insertion order to advertising@ihsinfo.org.
Credit Card information is shredded/deleted after successful payment processing.

IHS Membership mailing lists are rented for one-time usage only. A sample mail piece is required to be submitted for IHS approval prior to receipt of the data file. Acceptable forms for submittal of the sample mail piece include PDF, scanned image, or picture of the piece provided via email.

Upon receipt of the completed list rental form, your sample marketing piece, and full payment, a data file will be provided via email within five (5) business days. The fields in the data file include full name with designations, title if provided*, company if provided*, and mailing address. Email addresses and phone numbers are not included. *IHS member categories do not require a title or company name.

☐ I want to rent the IHS Member Mailing List for \$3,150 ☐ This rental is part of a sponsor/partner agreement

ADVERTISER INFORMATION	
Name _____	<p>I understand the IHS Membership mailing list is provided for one-time use in distributing the approved sample piece. I agree to use the data file as intended for this business purpose and will not sell, rent, share, post, or otherwise disseminate the data provided to me, or our Third-Party Agent, by IHS.</p> <p>Signature _____</p> <p>Date _____</p>
Title _____	
Email _____	
Phone _____	
Company _____	
Address _____	
City/State/Zip _____	
THIRD-PARTY AGENT INFORMATION**	
Contact _____	<p>** Must be completed to receive the mailing list electronically</p> <p>A data file will be sent to the email address provided with your Third-Party Agent information, unless directed otherwise.</p> <p>If you know the preferred file format, please note it here:</p> <p>_____</p>
Company _____	
Email _____	
Phone _____	
Address _____	
City/State/Zip _____	

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____

Card #: _____ Exp. Date _____ CVV: _____

Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.

Late payments may result in a suspension of advertising or an interruption of consecutive ad placements.

Cancellation: Prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing date.



2026 IHS SPONSORED EMAIL REQUEST FORM

ADVERTISER Submit completed request form to advertising@ihsinfo.org
Credit Card information is shredded/deleted after successful payment processing.

Your message, your subject line. Sponsored emails are a fantastic way to promote your brand!
By working with IHS, you leverage our membership database and our community of industry professionals.
A sponsored email to IHS members is sent once to our targeted audience of Hearing Aid Specialists, Audiologists, Students, and more!

- Advertisers are responsible for submitting HTML files to IHS Marketing a minimum of two weeks prior to the desired send date. IHS reserves the right to review and approve all email content.
- IHS Marketing will prepare and send a test of the sponsored email to the contact on this form for confirmation that the HTML files are generating the email as intended.
- Once approved by the contact, IHS will schedule the approved email to send on the agreed upon date.

Company Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

SPONSORED EMAIL(S)

1X email send (\$3,150) to current IHS Membership contacts. IHS reserves the right to assign available send dates on or nearest to the requested send date. IHS will provide email performance metrics upon request.

EMAIL FREQUENCY: (Opportunities are limited based on IHS Content Calendar. Dates subject to approval by IHS.)

1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X

EMAIL CONTENT: ☐ Same Content per email ☐ Different content per email

EMAIL SEND COST:

TOTAL SEND COST

SEND RATE \$ _____ x FREQUENCY _____ = \$ _____

TOTAL SPONSORED EMAIL COST \$ _____

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____

Card #: _____ Exp. Date _____ CVV: _____

Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.

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Cancellation: Prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing date.



2026 IHS SPONSORED WEBINAR AGREEMENT

ADVERTISER Submit completed agreement to advertising@ihsinfo.org
Credit Card information is shredded/deleted after successful payment processing.

A sponsored webinar is an authoritative method for showcasing your subject matter expertise. Capture leads and nurture important business relationships through a sponsored webinar, live or pre-recorded options are available. NOTE: Live webinar dates are limited annually, so submit your interest early!

Company Name: _____
Contact: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

LIVE SPONSORED WEBINAR - \$4,200

One-Hour total production time.

Example timeline, deadlines, and requirements.

10 weeks out – Provide to IHS:

- Company brand files/guidelines
- Webinar title and description
- Webinar learning objectives
- Presenter bio and headshot
- IHS creates registration site

8 weeks out

- IHS Registration site launch
- IHS Promotion plan launch

6 weeks out

- Sponsor/presenter provide:
 - o PPT presentation
 - o CE Quiz – 10 questions
- IHS provide/prepare:
 - o Two (2) rehearsal dates
 - o Attendee survey

2 to 4 weeks out

- IHS run 1st practice
- IHS run/record 2nd rehearsal

LIVE Webinar Date

- IHS produce/record LIVE webinar
- IHS deploy post webinar survey

Post Webinar Reporting

- IHS provide webinar metrics
- IHS provide survey results
- IHS post recording in e-Learning Portal

PRE-RECORDED WEBINAR - \$3,150 (60 minutes)

\$1,260-15 min. \$2,100-30 min. \$3,150-60 min.

Example timeline, deadlines, and requirements.

3 weeks out – Provide to IHS:

- MP4 Recorded webinar (final)
- Webinar title and description
- Webinar learning objectives
- Presenter bio and headshot
- CE Quiz – 10 questions

1 week out

- IHS creates promotion plan
- IHS creates user survey

PRE-RECORDED Webinar Date

- IHS Posts webinar in e-Learning Portal
- IHS Launches promotion plan

☐ LIVE WEBINAR

Limited availability

Preferred _____

Month(s) _____

Rate: \$ 4,200

Frequency: x _____

Live Spend: \$ _____

PRE-RECORDED

☐ 15min ☐ 30min ☐ 60min

Preferred _____

Months(s) _____

Rate: \$ _____

Frequency: x _____

Pre-

Record Spend: \$ _____

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____

Card #: _____ Exp. Date _____ CVV: _____

Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classified ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.

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Cancellation: Prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing date.



2026 IHS 360 APP – CONFERENCE ADVERTISING INSERTION ORDER

ADVERTISER

Submit completed insertion order to advertising@ihsinfo.org

Credit Card information is shredded/deleted after successful payment processing.

Company Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

CONFERENCE APP DASHBOARD BANNER AD

A 1X banner ad placement for 30 days (\$2,100) on the IHS Conference App Dashboard screen in a rotating carousel ad spot. IHS reserves the right to give Society ad placements priority. Selection of banner ad date(s) will occur after acceptance of insertion order and is on a first-come, first-served basis, availability is subject to change.

BANNER AD FREQUENCY: (There are four (4) 2026 conference days/dates)

1X 2X 3X 4X

BANNER AD CONTENT: ☐ Same Content per ad ☐ Different content per ad

BANNER AD INSERTION COST:

TOTAL AD COST

AD RATE \$ _____ x FREQUENCY _____ = \$ _____

CONFERENCE APP SPONSORED ALERT

A 1X sponsored alert (\$1,575) in the IHS Conference app. IHS reserves the right to give Society push notifications priority. Selection of sponsored alert date(s) and time(s) will occur after acceptance of insertion order and is on a first-come, first-served basis, availability is subject to change.

ALERT FREQUENCY: (There is a maximum of two (2) alerts per 2026 conference day/date)

1X 2X 3X 4X 5X 6X 7X 8X

ALERT CONTENT: ☐ Same Content per alert ☐ Different content per alert

SPONSORED INSERTION COST:

TOTAL AD COST

ALERT RATE \$ _____ x FREQUENCY _____ = \$ _____

TOTAL IHS 360 APP – CONFERENCE AD COST \$ _____

INSERTION ORDER PAYMENT - ☐ Invoice me* ☐ Process my credit card today**

Name: _____ Credit Card Zip Code: _____

Card #: _____ Exp. Date _____ CVV: _____

Signature: _____ Date: _____

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

PAYMENT: *Due upon acceptance of insertion order, before publication date. **A 3% fee will be added to Credit Card Payments.

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Cancellation: Prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing date.