2023 MEDIA KIT

Advertise to drive your message home with Hearing Healthcare Professionals
2023 IHS MEDIA KIT

Reach thousands of qualified hearing healthcare professionals with an integrated IHS advertising plan showcased in this media kit. 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 the inspiration and latest news they need to thrive in this evolving profession.

Check out the many options available to place your message in front of our highly engaged members and contact Tara Douglass, Director of Corporate Partnerships, today to develop a customized marketing plan.

(734) 522-7200 ext. 116 or email: tdouglass@ihsinfo.org

2023 MEDIA KIT ADVERTISING OPPORTUNITIES & LIST RENTAL

- The Hearing Professional print magazine
- SoundBoard emailed digital newsletter
- IHS App (coming soon)
- IHS Websites – Society and Convention sites
- Direct Mail Membership list rental
- Classified Ads (Job Board coming soon)

2023 THP EDITORIAL CALENDAR:

<table>
<thead>
<tr>
<th>2023 Issue</th>
<th>Editorial Theme</th>
<th>Space Reservation</th>
<th>Material Submission</th>
<th>Mail Date</th>
<th>Digital Send Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Feb-Mar</td>
<td>Remodeling a New Society</td>
<td>Jan 13</td>
<td>Jan 18</td>
<td>Feb 21</td>
<td>Feb 28</td>
</tr>
<tr>
<td>Apr-May-Jun</td>
<td>Expanding Accessibility of Hearing Healthcare</td>
<td>Mar 22</td>
<td>Mar 31</td>
<td>May 2</td>
<td>May 9</td>
</tr>
<tr>
<td>Jul-Aug-Sep</td>
<td>Public Awareness Campaign Strategies</td>
<td>Jun 22</td>
<td>Jun 30</td>
<td>Aug 10</td>
<td>Aug 17</td>
</tr>
<tr>
<td>Oct-Nov-Dec</td>
<td>OTC, One Year Later</td>
<td>Oct 6</td>
<td>Oct 20</td>
<td>Nov 28</td>
<td>Dec 5</td>
</tr>
</tbody>
</table>

IHS Members receive THP as part of their annual membership fee in print and digital formats.

KEY BENEFITS of THP advertising:
- Highly targeted membership audience
- Valued by hearing practice owners
- Direct CTAs to decision makers
- Establish industry leader status

KEY DEMOGRAPHICS* for THP publication:
- 3,000+ readership
- 65% own a practice or make buying decisions.
- 56% find value in advertisements placed.
- 47% rank THP a best source for hearing care.

©2023 International Hearing Society

*Reader demographics based on a June 2021 survey of THP readers.
2023 SOUNDBOARD EDITORIAL CALENDAR

Newsletter topics and email send dates are subject to change due to the news cycle.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Newsletter Feature Topic(s)</th>
<th>Space Reservation</th>
<th>Materials Submission</th>
<th>Email Send Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>May is Better Hearing Month</td>
<td>Mar 2</td>
<td>Mar 9</td>
<td>Mar 16</td>
</tr>
<tr>
<td>April</td>
<td>71st IHS Annual Convention &amp; Expo</td>
<td>Apr 6</td>
<td>Apr 13</td>
<td>Apr 20</td>
</tr>
<tr>
<td>June</td>
<td>Consumer Awareness Campaign</td>
<td>Jun 1</td>
<td>Jun 8</td>
<td>Jun 15</td>
</tr>
<tr>
<td>July</td>
<td>Tinnitus Workshop Registration</td>
<td>Jul 6</td>
<td>July 13</td>
<td>Jul 20</td>
</tr>
<tr>
<td>October</td>
<td>2022 IHS Annual Report</td>
<td>Oct 5</td>
<td>Oct 12</td>
<td>Oct 19</td>
</tr>
<tr>
<td>December</td>
<td>Membership Renewal</td>
<td>Nov 30</td>
<td>Dec 7</td>
<td>Dec 14</td>
</tr>
</tbody>
</table>

IHS Members receive SoundBoard as part of their annual membership fee via email publication.

**KEY BENEFITS** of SoundBoard advertising:
- Highly targeted membership audience
- Cost-effective content creation
- Push lead gen or web traffic drivers
- Establish industry leader status
- Quality metrics to evaluate ROI

**KEY METRICS** for SoundBoard 2022 emails:
- **3,083** average email send count.
- **8,900+** unique impressions in 2022.
- **49.4%** average unique open rate.
- **35.7%** average unique forward rate.
- **6.3%** average unique click rate.

**REACH A TARGETED HEARING HEALTHCARE CIRCULATION:**

**Readership Demographics**
- Hearing aid practice owners
- Independent/single-line hearing aid specialists
- Audiologists
- Prospect members/paid subscribers

**Readership Audience Segments**
- Professional members
- Student members
- Associate members
- Affiliate members

- **78%** of IHS members prefer to read their THP magazine in print format.
- **47%** of readers rank THP as one of their best sources of hearing healthcare news and information (This is 31 points ahead of other hearing healthcare publications!)
- **50%** of readers, read both print and digital versions of THP magazine.
- **65%** of readers own their practice or make buying decisions for their practice.
- **42%** of readers list the highest level of education as a Bachelor’s degree or higher.

**Reader Age:** 20-39 years: 22%   40-49 years: 50%   50-59 years: 25%   60-69 years: 24%   70 years & older: 9%

**Gender:**  Male: 46%  Female: 53%  Prefer not to specify: 1%

**Metrics based on actual 2022 data or results.**
47%* of readers rank *THP* their favorite publication for hearing healthcare news.

56%* of readers appreciate and find value in advertisements they see in *THP* magazine.

78%* of IHS members read the *THP* print version*, 50%* read both versions, 14%* read digital only.

**READERSHIP BUYING POWER**

<table>
<thead>
<tr>
<th>Clinical Products/Services</th>
<th>Practice Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing aids</td>
<td>Hearing aid financing options</td>
</tr>
<tr>
<td>Ancillary hearing aid devices</td>
<td>Accounting solutions</td>
</tr>
<tr>
<td>Hearing testing equipment</td>
<td>Office software - efficiency</td>
</tr>
<tr>
<td>Hearing aid power sources, batteries</td>
<td>Patient management solutions</td>
</tr>
<tr>
<td>Ear molds</td>
<td>Advertising / marketing services</td>
</tr>
<tr>
<td>Captioning devices / Looping Systems</td>
<td>Other (new) practice management technologies</td>
</tr>
<tr>
<td>Other (new) product or service technologies</td>
<td></td>
</tr>
</tbody>
</table>

**READERSHIP INTERESTS** – #1 Achieve a competitive advantage.

<table>
<thead>
<tr>
<th>Clinical Products/Services</th>
<th>Practice Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>High quality care maximized for client volume</td>
<td>Grow hearing aid practice</td>
</tr>
<tr>
<td>Best practices in servicing clients</td>
<td>Improve office efficiencies</td>
</tr>
<tr>
<td>Technical knowledge of best hearing care products</td>
<td>Business strategies to compete in tempestuous market</td>
</tr>
</tbody>
</table>

*THP* Digital Format is published for member access on [www.ihsinfo.org](http://www.ihsinfo.org):

Readers of *The Hearing Professional* can expand audience reach from the online version of each quarterly publication. IHS members receive their print copy by mail every quarter but can access the digital version early online, share articles, and partner advertisements with a simple click. All editions of *THP* are perpetually available to members in the *THP* Archive, log-in required.

**THP Supplements:**

Ask about the opportunity to enhance your advertising investment with a placement in a *THP* magazine supplement. IHS periodically produces and distributes supplements surrounding a particular theme or hot topic. Supplements are published at the sole discretion the Editor.
DIGITAL ADVERTISING
The IHS website is newly modernized, offering enhanced digital advertising opportunities.

- NEW updated home page.
- NEW membership account portal to make renewal and information updates easier.
- IMPROVED IHS Chapter site program offering expanded digital ad placements.

Increase audience reach by combining IHS publication ad placements with a digital ad presence on the IHS Website. The IHS Convention website provides additional advertising opportunities.

Digital Ad Placement parameters:

- Tower, tile, and banner ad spots are a minimum 30-day ad placement commitment.
- Ad spot page location is determined by IHS; not every website page contains ad spots.
- Ad content is reviewable by IHS for compliance with Society mission, vision, and values.

IHS 2022 Website performance**

**www.ihsinfo.org**

<table>
<thead>
<tr>
<th>2022 - ihsinfo.org - Users, Sessions by month</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Graph showing user and session growth" /></td>
</tr>
<tr>
<td>176% ▶️ session duration</td>
</tr>
<tr>
<td>131% ▶️ total sessions</td>
</tr>
<tr>
<td>124% ▶️ total users</td>
</tr>
<tr>
<td>19% ▼️ bounce rate</td>
</tr>
</tbody>
</table>

DIRECT MAIL MARKETING
Drop a line to our audience in a high-touch fashion. Mailing lists are rented for one-time usage and do not include email addresses. A sample mail piece is required for IHS preview prior to delivery of the rented data file (PDF, scanned or faxed sample is acceptable). Once IHS receives the completed list request form including any third-party contact information and your sample marketing piece, IHS will provide an Excel file in .xlsx or .csv format within 5 business days. Printed labels are available for an additional $50 if you are not working with a third-party mail fulfillment service.

**Metrics based on actual 2022 data or results.**
SPONSORED CONTENT MARKETING

Emails
Your message, your subject line. Sponsored emails are a fantastic way to deliver relevant information to a target audience of Hearing Aid Specialists, Audiologists, Students, and more! A sponsored email is a branded message with a call-to-action button that links to a landing page. By working with IHS, you leverage our membership database and our community to promote your own brand.

Webinars
Share your expertise. Webinars are an authoritative method for showcasing your brand’s subject matter expertise. Our audience gets access to your knowledge and your business gets access to our audience. Capture leads and nurture important business relationships through a sponsored webinar.

Social Media Posts
Increase your brand awareness. Social media is a cost-efficient digital marketing method that increases your business’ visibility and engagement amongst IHS’ broad audience. IHS manages profiles on Facebook, LinkedIn and Instagram is coming soon.

Articles/Advertorials
Take a deep dive into your research. The Hearing Professional quarterly magazine and bimonthly Soundboard e-Newsletter, provides multiple ways to get your valuable message in front of an engaged audience of hearing healthcare professionals.

IHS APP (coming soon)
New in 2023, IHS is developing a member app to extend the Society’s reach in promoting the role of hearing healthcare professionals. The app will provide members with peer-to-peer networking opportunities, current legislative and industry news, enhanced membership tools and resources, and comprehensive engagement and connectivity at IHS events.

Promotional opportunities in the IHS APP are expected to include:
- Event Splash Pages
- Push Notifications
- Sponsored Games and Quizzes
- Home Page and Banner Ads
- Lead Retrieval and Sponsor Lists
- Sponsored News Feeds and Alerts

For more information about advertising and content marketing, contact Tara Douglass to develop advertising plans to achieve your advertising goals and objectives. Tara develops integrated marketing programs to support consistent partner messaging across all IHS marketing and communication channels.

Tara Douglass, Director of Corporate Partnerships
(734) 522-7200 ext. 116 or email: tdouglass@ihsinfo.org

©2023 International Hearing Society
*Reader demographics based on a June 2021 survey of THP readers.*
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. This quarterly publication includes hearing care industry news, membership highlights and best practices, hearing healthcare legislation, and other information and tools for hearing healthcare professionals.

Submitting articles for Continuing Education Credit

IHS offers readers of THP the chance to earn continuing education credit by reading selected articles and completing the quiz for a small fee. Educational articles may cover a variety of subjects, including audiometric assessment, instrument fitting, patient counseling, rehabilitation, practice management, ethics, and best practices. If you believe your article is suitable for continuing education credit, include a 10-question, multiple choice quiz to accompany your submission. If IHS determines the article does not meet the guidelines for credit, the article will still be considered for publication without the quiz and no continuing education credit will be given. Continuing education articles typically run in length from 2,500 – 5,000 words.

Submission Format and Details

Manuscripts should be sent via email in Microsoft Word format to sdenboer@ihsinfo.org. Articles typically run approximately 500–1,500 words in length except for features and continuing education articles that run 2,000–5,000 words. All art files including photos, charts, and graphs should be included with your submission or submitted with your manuscript in the highest resolution possible, including a description or caption for each image. Please include a short author biography and picture with your manuscript.

All submissions will be considered for publication, but not all are guaranteed for acceptance. All copy is subject to editing at our discretion. We will make every effort to allow your review of edited copy prior to publication but cannot guarantee it.

For questions please contact:
Sandra den Boer, THP Editor
(734) 522-7200 ext. 114 or email: sdenboer@ihsinfo.org
## Advertising Rates & Specifications

### The Hearing Professional Rates & Specs

<table>
<thead>
<tr>
<th>Premium Positions (Full page, color only)</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
<th>Mechanical Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>$3,590</td>
<td>$3,490</td>
<td>$3,375</td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$2,204</td>
<td>$2,136</td>
<td>$2,062</td>
<td></td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$2,204</td>
<td>$2,136</td>
<td>$2,062</td>
<td></td>
</tr>
<tr>
<td>President’s message</td>
<td>$2,204</td>
<td>$2,136</td>
<td>$2,062</td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>$2,382</td>
<td>$2,322</td>
<td>$2,221</td>
<td></td>
</tr>
<tr>
<td><strong>Full Color Ad</strong></td>
<td></td>
<td></td>
<td></td>
<td>Ad Layout Specifications:</td>
</tr>
<tr>
<td>1X</td>
<td>$2,112</td>
<td>$2,053</td>
<td>$1,985</td>
<td></td>
</tr>
<tr>
<td>2X</td>
<td>$1,665</td>
<td>$1,630</td>
<td>$1,542</td>
<td></td>
</tr>
<tr>
<td>4X</td>
<td>$1,518</td>
<td>$1,486</td>
<td>$1,469</td>
<td></td>
</tr>
<tr>
<td>Back page</td>
<td>$1,309</td>
<td>$1,285</td>
<td>$1,248</td>
<td></td>
</tr>
<tr>
<td>1/8 page banner</td>
<td>$995</td>
<td>$977</td>
<td>$950</td>
<td></td>
</tr>
<tr>
<td>Black &amp; White Ads</td>
<td></td>
<td></td>
<td></td>
<td>Ad Art File Specifications:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30% Discount</td>
<td></td>
</tr>
<tr>
<td><strong>Classified Ads</strong></td>
<td>$0.99 per regular word.</td>
<td>$1.15 per boldface or all-capped word.</td>
<td>$20 additional for boxed ad.</td>
<td>$50 additional to include logo.</td>
</tr>
</tbody>
</table>

### Production

*The Hearing Professional* is produced via offset lithography process.
- SWOP standards apply
- Binding: Saddle stitch

**Full page:**
- Live Area: 7.75" W x 10.25" H
- Trim: 8.5" W x 11" H
- Bleed: 8.75" W x 11.25" H

**Back page:**
- Live Area: 7.75" W x 9.5" H
- Trim: 8.5" W x 9.5" H
- Bleed: 8.75" W x 9.75" H

**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 banner:** 7.5" W x 1.75" H
SOUNDBOARD RATES & AD ART SPECIFICATIONS

<table>
<thead>
<tr>
<th>SoundBoard e-Newsletter</th>
<th>Lead Banner Ad</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
<th>5X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Publication</td>
<td></td>
<td>$1,000</td>
<td>$950</td>
<td>$925</td>
<td>$900</td>
<td>$875</td>
<td>$850</td>
</tr>
<tr>
<td></td>
<td>Lead Tower Ad</td>
<td>$1,000</td>
<td>$950</td>
<td>$925</td>
<td>$900</td>
<td>$875</td>
<td>$850</td>
</tr>
<tr>
<td>Ad(s) in membership bi-monthly email newsletter publication.</td>
<td>Standard Tower Ad</td>
<td>$800</td>
<td>$760</td>
<td>$740</td>
<td>$720</td>
<td>$700</td>
<td>$680</td>
</tr>
<tr>
<td></td>
<td>Lead Tile Ad</td>
<td>$560</td>
<td>$530</td>
<td>$515</td>
<td>$505</td>
<td>$490</td>
<td>$475</td>
</tr>
<tr>
<td></td>
<td>Standard Tile Ad</td>
<td>$450</td>
<td>$430</td>
<td>$415</td>
<td>$405</td>
<td>$395</td>
<td>$385</td>
</tr>
<tr>
<td></td>
<td>Banner Ad footer</td>
<td>$750</td>
<td>$715</td>
<td>$695</td>
<td>$675</td>
<td>$655</td>
<td>$640</td>
</tr>
</tbody>
</table>

SOUNDBOARD BANNER/TOWER/TILE AD SIZES & PLACEMENT PRIORITY:

1. LEAD BANNER AD  610 x 90 pixels
   a. Header ad space
   b. One available per publication

2. LEAD TOWER AD  180 x 340 pixels
   a. First right column ad space
   b. One available per publication

3. LEAD TILE AD  180 x 192 pixels
   a. Second right column ad space
   b. One available per publication

4. Standard Tile & Tower Ads
   a. Follows the lead ad spot positions.
   b. Multiple spots, priority is determined by date/time of the ad insertion order.

5. Footer Banner Ads
   a. Placed above the email footer.
   b. Multiple spots, priority is determined by date/time of insertion order.

Digital Ad art file specifications

- All art files must be in RGB color mode.
- Only PNG or JPG file formats are accepted.
- Total file size must not exceed 90KB.
- Include URL or Email address for call to action (CTA) links in ad placements.

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**Metrics based on actual 2022 data or results.**
IHS WEBSITE RATES & SPECS

A 1X ad placement = 30-day duration. IHS reserves the right to schedule lead ad spots for Society advertisements.

<table>
<thead>
<tr>
<th>IHS Society Website</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page – ihsinfo.org</td>
<td>Lead Tower Ad</td>
<td>$800</td>
<td>$760</td>
<td>$740</td>
<td>$720</td>
</tr>
<tr>
<td>One ad spot for each ad size</td>
<td>Lead Tile Ad</td>
<td>$450</td>
<td>$425</td>
<td>$415</td>
<td>$405</td>
</tr>
<tr>
<td>is available on home page.</td>
<td>Banner Ad footer</td>
<td>$700</td>
<td>$665</td>
<td>$650</td>
<td>$630</td>
</tr>
<tr>
<td>Main Menu Landing Pages</td>
<td>Lead Tower Ad</td>
<td>$600</td>
<td>$570</td>
<td>$555</td>
<td>$540</td>
</tr>
<tr>
<td>A left or right column ad placement</td>
<td>Tower Ad</td>
<td>$550</td>
<td>$520</td>
<td>$510</td>
<td>$495</td>
</tr>
<tr>
<td>for tower and tile ads is dependent</td>
<td>Lead Tile Ad</td>
<td>$340</td>
<td>$320</td>
<td>$315</td>
<td>$305</td>
</tr>
<tr>
<td>on the page template.</td>
<td>Tile Ad</td>
<td>$310</td>
<td>$295</td>
<td>$285</td>
<td>$280</td>
</tr>
<tr>
<td>Banner Ad footer</td>
<td>$500</td>
<td>$475</td>
<td>$460</td>
<td>$450</td>
<td>$425</td>
</tr>
<tr>
<td>Secondary Content Pages</td>
<td>Lead Tower Ad</td>
<td>$500</td>
<td>$475</td>
<td>$460</td>
<td>$450</td>
</tr>
<tr>
<td>A left or right column ad</td>
<td>Tower Ad</td>
<td>$450</td>
<td>$425</td>
<td>$415</td>
<td>$405</td>
</tr>
<tr>
<td>placement for tower and tile ads is</td>
<td>Lead Tile Ad</td>
<td>$280</td>
<td>$265</td>
<td>$260</td>
<td>$250</td>
</tr>
<tr>
<td>dependent on the page template.</td>
<td>Tile Ad</td>
<td>$250</td>
<td>$235</td>
<td>$230</td>
<td>$225</td>
</tr>
<tr>
<td>Banner Ad footer</td>
<td>$400</td>
<td>$380</td>
<td>$370</td>
<td>$360</td>
<td>$340</td>
</tr>
</tbody>
</table>

NEW MODERNIZED HOME PAGE

www.ihsinfo.org

NEW CONTENT PAGES TO KEEP VISITORS ENGAGED:

- Added visibility of content for CONSUMERS to educate and increase the awareness about the profession.
- A new MEMBER PORTAL making it easier for members to manage their accounts leaving more time to spend in the content rich pages of the IHS Website.
2023 PUBLICATION ADVERTISING INSERTION ORDER

**ADVERTISER**
Submit completed insertion order to Tara Douglass: tdouglass@ihsinfo.org or fax to 734-522-0200.

**Company Name:** ________________________________________________________________
**Contact:** ________________________________________________________________
**Address:** ________________________________________________________________
**City/State/Zip:** ________________________________________________________________
**Phone:** _______________________ **Email:** _______________________________________

**THP INSERTION ORDER**

**AD SIZE:**
- [ ] FULL PG
- [ ] BACK PG
- [ ] 1/2-PG
- [ ] 1/3-PG
- [ ] 1/4-PG
- [ ] 1/8-PG-B

**AD COLOR:**
- [ ] Full Color
- [ ] Black/White

**PREMIUM PLACEMENT REQUEST:**
- [ ] Inside Front Cover
- [ ] Inside Back Cover
- [ ] Back Cover
- [ ] President’s Message (Pg 4)

**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:**

*Ad Rates on page 16 *Quarterly Magazine

**AD RATE**
$ __________________

**FREQUENCY**
X __________________

**THP AD COST**
$ __________________

**CLASIFIED AD INSERTION ORDER:** $50.00 MINIMUM FOR ALL CLASSIFIED ADS

Reg. words _______ x $0.99 = $ _______ **Bold words** _______ x $1.15 = $ _______

CAP words _______ x $1.15 = $ _______ **Boxed** $20.00 **Logo** $50.00 = $ _______

**CLASSIFIED AD TOTAL**

$ __________________

**INSERTION ORDER PAYMENT**

- [ ] Invoice me
- [ ] Process my payment today.

**Name:** ________________________________________________________________

**Card #:** ________________________________________________________________

**Credit Card Zip Code:** __________________________________________________

**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:** Advertisers will be billed after publication of issue (net 30 days). Late payments may result in an interruption of consecutive ads or a suspension of advertising.

**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.

**SOUNDBOARD INSERTION ORDER**

**AD SIZE:**
- [ ] Lead Banner Ad
- [ ] Lead Tower Ad
- [ ] Lead Tile Ad
- [ ] Tower Ad
- [ ] Tile Ad
- [ ] Footer Banner Ad

**PLACEMENT REQUEST:**
- [ ] Email publication – bimonthly newsletter
- [ ] Landing Page – link in email publication

**FREQUENCY:**
- [ ] 1X
- [ ] 2X
- [ ] 3X
- [ ] 4X
- [ ] 5X

**EDITION:**
- [ ] MARCH
- [ ] APRIL
- [ ] JUNE
- [ ] JULY
- [ ] OCTOBER
- [ ] DECEMBER

**URL link:** ________________________________________________________________

**SOUNDBOARD AD INSERTION COST:**

*Ad Rates on page 17 *Email Newsletter

**AD RATE**
$ __________________

**FREQUENCY**
X __________________

**SB AD COST**
$ __________________

**CLASSIFIED AD TOTAL**

$ __________________

**Metrics based on actual 2022 data or results.**
2023 WEBSITE ADVERTISING INSERTION ORDER

ADVERTISER

Submit completed insertion order to Tara Douglass: tdouglass@ihsinfo.org or fax to 734-522-0200.

Company Name: ____________________________________________________________

Contact: ___________________________________________________________________

Address: ___________________________________________________________________

City/State/Zip: ___________________________________________________________________

Phone: _______________________ Email: _______________________________________

1X ad placement = 30-day duration by calendar month. IHS reserves the right to use lead ad spots for Society ads.

IHS WEBSITE INSERTION ORDER

AD SIZE:

☐ TOWER AD  ☐ TILE AD  ☐ BANNER AD (footer)

AD LOCATION:

☐ HOME PAGE (limited spots available)

☐ MAIN MENU LANDING PAGE

☐ SECONDARY CONTENT PAGE

• Landing page and content page selection will be reviewed with Tara Douglass.
• All ad spots are subject to availability on a first come, first served basis.
• Ad spots are available on select webpages, not every webpage includes ad spots.

PREMIUM SPOT REQUEST:

☐ LEAD AD (availability subject to change, not available on every page)

FREQUENCY:

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

AD URL Link: ______________________________________________________________

IHS WEBSITE AD INSERTION COST: Website Ad Rates are on page 18. TOTAL AD COST

AD RATE $ ____________  x  FREQUENCY _______ = $ ____________

1X ad placement = 30-day duration by calendar month.
IHS reserves the right to use lead ad spots for Society ads.

For multi-frequency placements, selection of ad months and page location will occur after submission of insertion order and is on a first come, first served basis.

INSERTION ORDER PAYMENT - ☐ Invoice me  ☐ Process my payment 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: Advertisers will be billed after publication of issue (net 30 days). Late payments may result in an interruption of consecutive ads or a suspension of advertising.

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.