

2025 MEDIA KIT



**Connect with more
Hearing Healthcare
Decision Makers**

CONNECT WITH HEARING HEALTHCARE PROFESSIONALS

Reach thousands of qualified hearing healthcare professionals with an integrated IHS marketing plan.

IHS is the professional association serving hearing aid dispensing professionals worldwide, including 10,000+ US-based Hearing Aid Specialists and 3,000+ Canadian Hearing Instrument Professionals. The Society represents, promotes, and protects the profession of Hearing Aid Specialist and is the source for those wanting the latest news affecting their profession. IHS Membership comprises more than 3,000 of these professionals, who receive an exclusive quarterly magazine and bi-weekly e-newsletter (52% average open rate) and visit the IHS website (270,000 total views per month in past three quarters) for the latest hearing healthcare news.

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

Demographics

- Hearing aid practice owners
- Independent/single-line hearing aid specialists
- Audiologists
- Prospective members
- Paid Subscribers

Hearing Aid Specialists look to IHS to learn more about:

Clinical Products/Services

- Hearing aids
- Ancillary hearing aid devices
- Hearing testing equipment
- Hearing aid power sources, batteries
- Ear molds
- Captioning devices/Looping Systems
- New product or service technologies

Practice Management Services

- Hearing aid financing options
- Accounting solutions
- Office software - efficiency tools
- Patient management solutions
- Advertising/marketing services
- New practice management technologies
- Hearing aid financing options

65% of readers own their practice or make buying decisions

42%

of readers list the highest level of education as a Bachelor's degree or higher.

47%

rank *THP* magazine as one of their best sources of hearing care news and information.

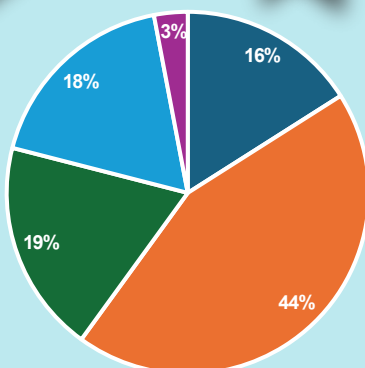
56%

appreciate and find value in advertisements they see in *THP*.

78%

of IHS members prefer to read their *THP* magazine in print format.

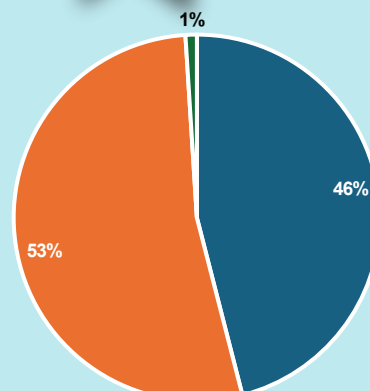
50% read both print & digital versions



Reader Age Groups

- 20-39
- 40-49
- 50-59
- 60-69
- 70+

Reader demographics based on a June 2021 survey of *THP* readers.



Reader Gender

- Male
- Female
- Not specified

BOOST AUDIENCE REACH WITH PRINT ADS + DIGITAL PRESENCE

The IHS Website continues to see new engagement after modernization in 2023 and enhanced digital opportunities in 2024. Our total users grew 32% and their **average session time grew 232%**.

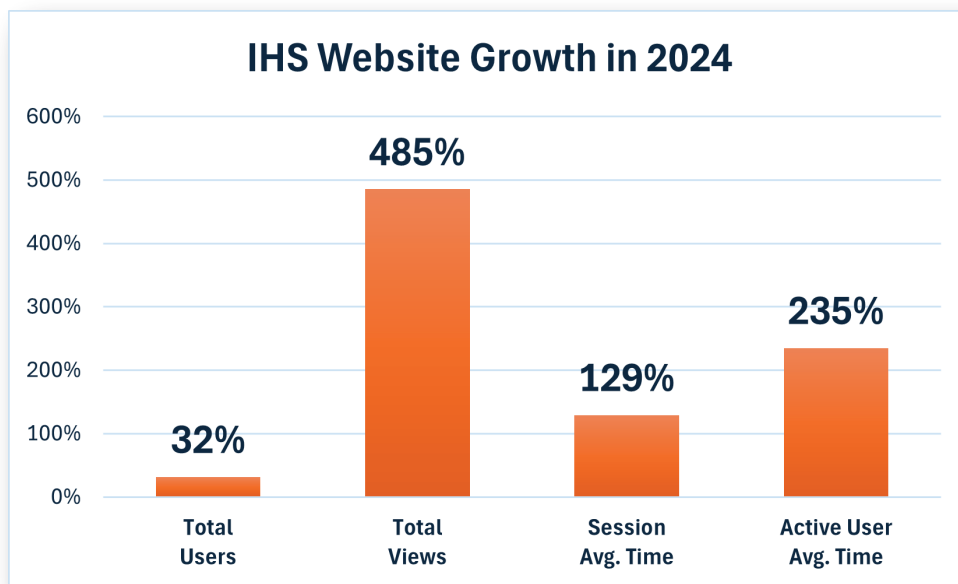
- NEW E-Learning Portal with top-of-page digital ad placements.
- REFRESHED member benefits and resources pages.
- UPDATED IHS Chapter Affiliate websites offering more digital ad opportunities.

Website total users top 2,000,000 views in 2024 - 485% growth

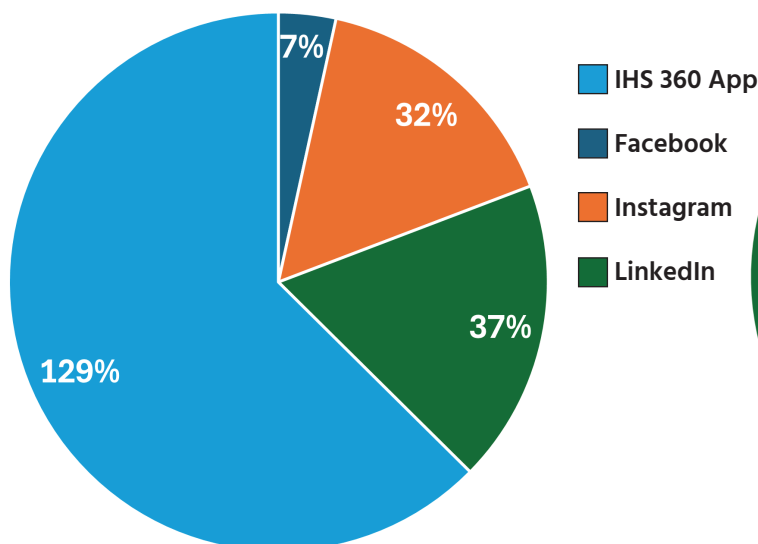
IHS 2024 Website, Social Media, and IHS 360 App performance**

Digital Ad Placement parameters:

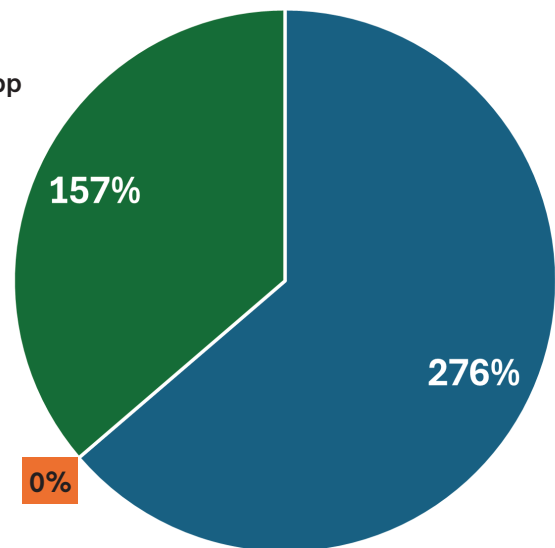
- **Tower, tile, and banners ad spots** are a minimum 3-day ad placement commitment.
- **Ad spot page location** is determined by IHS; not every website page contains ad spots.
- **Ad content is reviewable by IHS** for compliance with Society mission, vision, and values.



2024 - Mobile Follower/User Growth



2024 - Mobile Reach/Impressions Growth



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) 412-7571 or email advertising@ihsinfo.org.

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 the evolving profession.

2025 MEDIA KIT ADVERTISING OPPORTUNITIES

- *The Hearing Professional* print & digital magazine
- SoundBoard emailed digital newsletter
- IHS Website with enhanced member portal
- IHS 360 App member mobile resources



2025 THP 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.

2025 Edition	Editorial Theme	Space Reservation	Material Submission	Mail Date	Digital Send Date
Jan-Feb-Mar	Artificial Intelligence	Dec 31	Jan 7	Feb 14	Feb 20
Apr-May-Jun	Managed Care	Mar 7	Mar 21	Apr 24	May 1
July-Aug-Sep	The Art of Programming Hearing Aids	Jun 11	Jun 18	Aug 12	Aug 19
Oct-Nov-Dec	Research Round Up	Sep 30	Oct 8	Nov 14	Nov 21

KEY BENEFITS OF THP ADVERTISING:

- Highly targeted membership audience
- Valued by hearing practice owners
- Direct CTAs to decision makers
- Established industry leader status

KEY DEMOGRAPHICS* for THP publication:

- 3,000+ readers
- 65% own a practice or make buying decisions
- 56% find value in advertisements placed.

* Reader demographics based on a June 2021 survey of THP readers.



Contact us today at advertising@ihsinfo.org or call (734) 412-7571.

NEW **SOUNDBOARD** BI-WEEKLY E-NEWSLETTER

2025 SOUNDBOARD E-NEWSLETTER CALENDAR

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

2025 Issues (2 per month)	Email Send Dates	Space Reservation	Material Submission
FEBRUARY	Feb 12 and Feb 26	Jan 08	Jan 30
MARCH	Mar 12 and Mar 26	Feb 26	Feb 28
APRIL	Apr 9 and Apr 23	Mar 15	Mar 29
MAY	May 14 and May 28	Apr 18	Apr 30
JUNE	Jun 11 and Jun 25	May 7	May 30
JULY	Jul 9 and Jul 23	May 30	Jun 30
AUGUST	Aug 13 and Aug 27	Jul 18	Jul 30
SEPTEMBER	Sep 10 and Sep 24	Aug 15	Aug 29
OCTOBER	Oct 8 and Oct 22	Sep 17	Sep 30
NOVEMBER	Nov 5 and Nov 19	Oct 17	Oct 30
DECEMBER	Dec 3 and Dec 17	Oct 29	Nov 26

MORE FUEL to use for your ENGAGEMENT plan with IHS!

SoundBoard is racing forward in 2025 with 22 ISSUES - almost 4X MORE than in 2024! We are forecasting^ **61,000+** contacts in 2025, a 300% increase over 2024. A new format published more frequently with timely information provides you the opportunity to "win the race" for our members' attention.



SOUNDBOARD AD BENEFITS:

- Highly targeted membership audience
- Cost-effective content creation
- Push lead gen or web traffic drivers
- Established industry leader status
- Quality metrics to evaluate ROI

SOUNDBOARD 2024 METRICS**

- 2,600 average email send count
- 90% total open rate
- 32% unique forward rate
- 5.9% unique click rate
- **14,800+ unique opens in 2025^**

**Metrics based on actual 2024 data.
^ 2025 Fore-casted

Contact us today at advertising@ihsinfo.org or call (734) 412-7571.

DIRECT MAIL MARKETING - MEMBER LIST RENTAL

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 (PDF, scanned or faxed sample is acceptable) prior to delivery of the rented data file. Once IHS receives the completed list request form including any third-party contact information and your sample marketing piece, IHS will provide an Excel filed 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 services.

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! By working with IHS, you leverage our membership database and our community to promote your own brand.



WEBINARS

An authoritative method for showcasing your brand's subject matter expertise. Capture leads and nurture important business relationships through a sponsored webinar, live or pre-recorded options are available.



SOCIAL MEDIA

Increase your brand awareness with IHS social media. IHS manages profiles on Facebook, LinkedIn, and Instagram.



IHS 360 APP

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 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 include:

- Event Splash Pages
- Push Notifications
- Sponsored Games & Quizzes
- Home Page & Banner Ads
- Lead Retrieval & Sponsor Lists
- Sponsored News Feeds & Alerts

Contact the **IHS Sales team today** to connect your brand with more hearing aid specialists at advertising@ihinfo.org, or our team members individually at:



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Editorial/PR, Sales
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sdenboer@ihinfo.org



Anita Burt
Communications &
Sales Specialist
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aburtt@ihinfo.org

Contact us today at advertising@ihinfo.org or call (734) 412-7571.

SHARE YOUR EXPERTISE

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

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 THP readers the chance to earn continuing education credit when they read select articles and complete the quiz. IHS members receive these CEs 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 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 are typically 2,500 – 5,000 words.

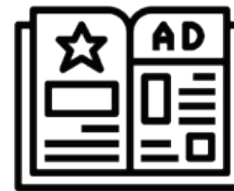
Submission Format and Details

Manuscripts should be sent via email in Microsoft Word format to sdenboer@ihsinfo.org. Articles typically run 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
Editorial, PR, & Sales Director
(734) 522-7200 ext. 114
or email: sdenboer@ihsinfo.org



Contact us today at advertising@ihsinfo.org or call (734) 412-7571.

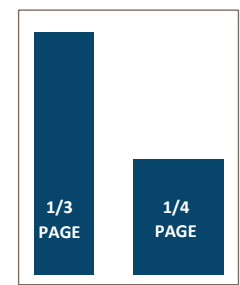
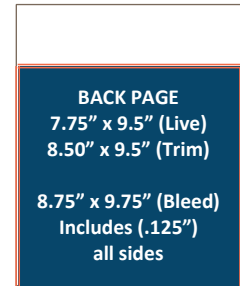
ADVERTISING RATES & SPECIFICATIONS

THE HEARING PROFESSIONAL AD RATES & SPECS

Premium Positions	1X	2X	3X	4X	Publication Specifications	
2-page spread	\$3,590	\$3,490	\$3,490	\$3,375	Ad Layout Specifications: <ul style="list-style-type: none"> • Trim size: 8.5" W x 11" H • FP Bleed Size: 8.75" W x 11.25" H • Bleed Includes: .125" (1/8") bleed on all 4 sides of full-page ads. • Text elements and non-bleeding ad elements should be .375" (3/8") inside the trim edge. • There is no extra charge for bleed. • Premium positions are full color only. Ad Art File Specifications: <ul style="list-style-type: none"> • High resolution (300 dpi) raster or vector file formats required. • Required output is CMYK in either JPG, TIFF, or hi-res PDF file formats. <ul style="list-style-type: none"> ○ 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. <ul style="list-style-type: none"> ○ DO NOT use RGB or LAB color modes. • All spot and/or PMS colors must be converted to CMYK process. 	
Inside front cv	\$2,204	\$2,136	\$2,136	\$2,062		
Inside back cv	\$2,204	\$2,136	\$2,136	\$2,062		
President's pg.	\$2,204	\$2,136	\$2,136	\$2,062		
Back cover	\$2,382	\$2,322	\$2,322	\$2,221		
Full Color Ad	1X	2X	3X	4X		
Full page	\$2,112	\$2,053	\$2,053	\$1,985		
1/2 page	\$1,665	\$1,630	\$1,630	\$1,542		
1/3 page	\$1,518	\$1,486	\$1,486	\$1,469		
1/4 page	\$1,309	\$1,285	\$1,285	\$1,248		
1/8 page	\$ 995	\$ 977	\$ 977	\$ 950		
Black & White Ads – 30% Discount						
CLASSIFIED ADS						
<p>\$0.99 per regular word. \$20 additional for boxed ad. \$50 additional to include logo. \$50 minimum for all classified ads.</p>						
PRODUCTION – Offset Lithography process						
<ul style="list-style-type: none"> • SWOP standards apply • Binding: Saddle stitch 						

THE HEARING PROFESSIONAL AD SPECIFICATIONS

- 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 E-NEWSLETTER AD RATES

SoundBoard e-Newsletter	Ad Placement	1X	2X	3X	4X	5X	6X
24X (Twice per Month)	Banner Ad Lead	\$1,000	\$950	\$925	\$900	\$875	\$850
Multiple ad spots available	Banner Ad	\$750	\$715	\$695	\$675	\$655	\$640

SOUNDBOARD E-NEWSLETTER AD SPECIFICATIONS

The screenshot displays the SoundBoard e-newsletter interface. At the top, there is a banner advertisement for the IHS 2025 Conference & Expo, featuring a race car and the text 'SAVE THE DATE SEPTEMBER 18 - 20' and 'ACCELERATE YOUR IMPACT'. Below the banner is the SoundBoard logo and the text 'INTERNATIONAL HEARING SOCIETY'S MEMBER NEWSLETTER'. The main content area includes a 'Welcome to the New SoundBoard' section with a video player featuring a woman speaking. Below this is a paragraph of introductory text. Further down, there is an advertisement for 'Advertise With Us!' with the IHS logo and contact information. At the bottom, there is another banner advertisement titled 'Keep Your Membership Alive and Thrive in 2025!' featuring an image of two men reading a magazine in a lounge setting.

1. **BANNER AD - LEAD 610 x 90 pixels**
 - a. Lead Banner – One available per issue
 - b. 24 Issues in 2024 – twice monthly

NEW LOOK 4X the Frequency

Our members' e-news source is growing to 22 issues in 2024 with an expanded circulation offering more opportunities to be seen by decision-makers!

2. **BANNER AD 610 x 90 pixels**
 - a. Banner – Multiple available per issue
 - b. Placement priority based on order date.

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) link in your ad placement

IHSINFO.ORG (WEBSITE) AD RATES & SPECS

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

IHS Society Website		1X	3X	6X	9X	12X
Home Page	Lead Tower Ad	\$800	\$760	\$740	\$720	\$680
<i>One ad spot per size is available on home page.</i>	Lead Tile Ad	\$450	\$425	\$415	\$405	\$383
	Banner Ad footer	\$700	\$665	\$650	\$630	\$595
Main Menu Landing Pg.	Lead Tower Ad	\$600	\$570	\$555	\$540	\$510
<i>A left or right column ad placement for tower and tile ads is dependent on the page template.</i>	Tower Ad	\$550	\$520	\$510	\$495	\$465
	Lead Tile Ad	\$340	\$320	\$315	\$305	\$290
	Tile Ad	\$310	\$295	\$285	\$280	\$265
	Banner Ad footer	\$500	\$475	\$460	\$450	\$425
Secondary Content Pg.	Lead Tower Ad	\$500	\$475	\$460	\$450	\$425
<i>A left or right column ad placement for tower and tile ads is dependent on the page template.</i>	Tower Ad	\$450	\$425	\$415	\$405	\$380
	Lead Tile Ad	\$280	\$265	\$260	\$250	\$240
	Tile Ad	\$250	\$235	\$230	\$225	\$215
	Banner Ad footer	\$400	\$380	\$370	\$360	\$340
e-Learning Portal <i>Catalog webpage banner</i>	Lead Banner 15 day	\$2000	<i>Ask about sponsoring a longer duration placement.</i>			
	Lead Banner 30 day	\$4000				

IHS Home Page

The screenshot shows the IHS Home Page layout. At the top is the IHS logo and navigation menu. Below is a large hero section with a search prompt. Three columns of content follow: 'Hearing Health Affects Overall Health', 'Members Are Our Mission', and 'Support our Advocacy Efforts'. A 'Popular Resources' section lists articles like 'Become a Hearing Aid Specialist'. A 'Distance Learning' banner is at the bottom right, labeled '3'.

All ad art in 72dpi screen resolution, JPG or PNG file format.

1. TILE AD – 360 x 360 pixels
2. TOWER AD – 360 x 630 pixels
3. BANNER FOOTER – 962x125 pixels

e-Learning Portal Catalog Page

The screenshot shows the e-Learning Portal Catalog Page. It features a search bar, filters for course type and topic, and a list of courses including 'Tinnitus Care Provider Certificate Program' and 'Advanced Hearing Aid Professional (AHAP) Course'. A 'Distance Learning' banner is at the top right, labeled '3'.

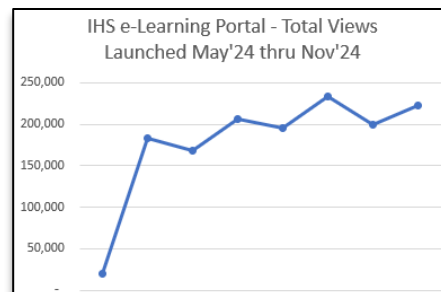
All ad art in 72dpi screen resolution, JPG or PNG file format.

CATALOG LEAD BANNER AD – 1200 x 125 pixels

Banner ads show before and after user login.

Banner ads can point to external URLs or to courses in the portal.

The e-Learning Portal averaged 1,540 users/month from June 2024 through December 2024. The number of views per month averaged 201,216 with an average growth rate of 6,500 views/month.



IHS SOCIAL MEDIA SPONSORED POSTS & SPECS

Sponsored posts are offered in 1-, 2-, and 3-day durations on IHS Facebook & LinkedIn combined; post must be the same on both platforms. IHS reserves the right to give Society posts day/time priority.

IHS Facebook & LinkedIn	Duration	1X	2X	3X	6X	9X	12X
Image Square w/ caption	24 Hour Post	\$300	\$293	\$285	\$278	\$270	\$255
Image Square w/ caption	48 Hour Post	\$600	\$585	\$570	\$555	\$540	\$510
Image Square w/ caption	72 Hour Post	\$900	\$878	\$855	\$833	\$810	\$765
Image Landscape w/ caption	24 Hour Post	\$265	\$258	\$252	\$245	\$239	\$225
Image Landscape w/ caption	48 Hour Post	\$530	\$517	\$504	\$490	\$477	\$451
Image Landscape w/ caption	72 Hour Post	\$800	\$780	\$760	\$740	\$720	\$680
Image Portrait w/ caption	24 Hour Post	\$265	\$258	\$252	\$245	\$239	\$225
Image Portrait w/ caption	48 Hour Post	\$530	\$517	\$504	\$490	\$477	\$451
Image Portrait w/ caption	72 Hour Post	\$800	\$780	\$760	\$740	\$720	\$680

Image sizes at screen resolution (72dpi)

Square Image	1200 x 1200 pixels
Landscape Image	1200 x 630 pixels
Portrait Image	630 x 1200 pixels

File Format / Caption Character Count

JPG or PNG image file formats only
Caption – maximum of 3,000 characters
– including links and hashtags.

IHS 360 APP BANNER AD / SPONSORED ALERT RATES & SPECS

A 1X banner ad placement = 30-day duration on the app home screen. A sponsored alert is a 1X push notification. IHS reserves the right to give Society ad placements and alerts scheduling priority.

IHS 360 APP	Description	1X	2X	3X	6X	9X	12X
Banner Ad – Home Screen	30-day duration	\$600	\$585	\$570	\$555	\$540	\$510
Sponsored Alert	One-time push	\$300	\$293	\$285	\$278	\$270	\$255

Banner Ad image specifications

Image Size	1000 x 500 pixels
Image resolution	Screen (72dpi)
File Format	JPG or PNG only

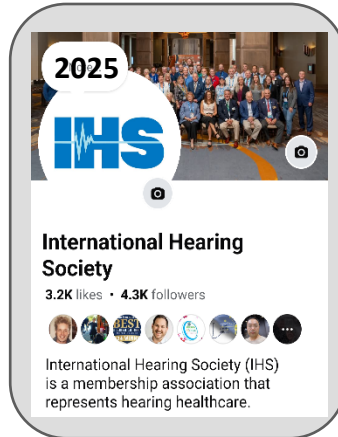
Alert/Push Notification specifications

Title (required): 40 characters maximum.
Message – maximum of 600 characters
– first 150 characters display

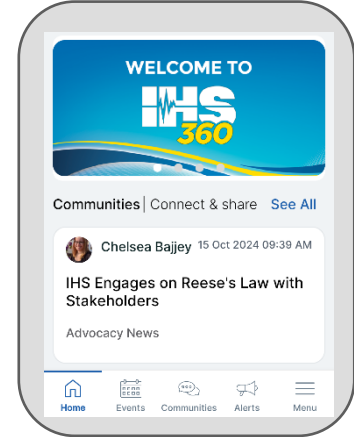
LINKEDIN



FACEBOOK



APPLE APP & GOOGLE PLAY STORES



2025 PUBLICATION ADVERTISING INSERTION ORDER

ADVERTISER Submit completed insertion order to: sales@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

AD COLOR: Full Color Black/White

PREMIUM PLACEMENT: *(full color only)*
 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 8 **Quarterly Magazine**
 AD RATE \$ _____
 FREQUENCY X _____
THP AD COST \$ _____

SOUNDBOARD INSERTION ORDER

AD SIZE: Lead Banner Banner

FEB 12 FEB 26 MAR 12 MAR 26
 APR 09 APR 23 MAY 14 MAY 28
 JUN 11 JUN 25 JUL 09 JUL 23
 AUG 13 AUG 27 SEP 10 SEP 24
 OCT 08 OCT 22 NOV 05 NOV 19
 DEC 03 DEC 17

URL link: _____

SOUNDBOARD AD INSERTION COST:

Ad Rates on page 9 **Email Newsletter**
 AD RATE \$ _____
 FREQUENCY X _____
SB AD COST \$ _____

CLASSIFIED AD INSERTION ORDER: \$50.00 MINIMUM FOR ALL CLASSIFIED ADS

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

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.

2025 SOCIAL MEDIA SPONSORED POST / IHS 360 BANNER AD INSERTION ORDER

ADVERTISER Submit completed insertion order to: sales@ihsinfo.org or fax to 734-522-0200.

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

IHS SOCIAL MEDIA SPONSORED POST - ORDER INFORMATION

Sponsored posts are offered in 1-, 2-, and 3-day durations on IHS Facebook & LinkedIn combined; post must be the same on both platforms. IHS reserves the right to prioritize Society posts. Image sizes are at screen resolution (72dpi). Selection of ad months or alert dates will occur after submission of insertion order and is on a first come, first served basis.

IMAGE SIZE: Square 1200x1200 Landscape 1200x630 Portrait 630x1200

CAPTION: YES No **NOTE:** Post content must be the same for Facebook & LinkedIn

DURATION: 24 Hours 48 Hours 72 Hours Other _____ to be approved.

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

IHS SPONSORED POST COST: *Sponsored Post Rates are on page 11* **TOTAL SOCIAL POST COST**

POST RATE \$ _____ x FREQUENCY _____ = \$ _____

IHS 360 APP BANNER AD / SPONSORED ALERT - ORDER INFORMATION

A 1X banner ad placement = 30-day duration on the app home screen. A sponsored alert is a 1X push notification. IHS reserves the right to give Society ad placements and alerts scheduling priority. Selection of ad months or alert dates will occur after submission of insertion order and is on a first come, first served basis.

BANNER AD: **FREQUENCY:** 1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X

Rates are on page 11 AD RATE \$ _____ x FREQUENCY _____ = \$ _____

SPONSORED ALERT: **FREQUENCY:** 1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X

Rates are on page 11 ALERT RATE \$ _____ x FREQUENCY _____ = \$ _____

TOTAL IHS 360 APP COST \$ _____

INSERTION ORDER PAYMENT - Invoice me Process my payment today.

Name: _____ Credit Card Zip Code: _____

Card #: _____ Exp. Date _____ CVV: _____

Signature: _____ Date: _____

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 can't guarantee refunds on cancellations made after closing date.

2025 DIRECT MAIL LIST RENTAL FORM

ADVERTISER Submit completed rental form to: sales@ihinfo.org or fax to 734-522-0200.

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, including third-party contact information if applicable, and your sample marketing piece, an Excel 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*, and mailing address. Email addresses and phone numbers are not included. **IHS member categories do not require a company name.*

I want to rent the IHS Member Mailing List for \$3,000 This rental is part of a sponsor/partner agreement

CUSTOMER INFORMATION	
Name _____	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.
Title _____	
Email _____	
Phone _____	
Company _____	
Address _____	
City/State/Zip _____	
Signature _____	
Date _____	
THIRD-PARTY AGENT INFORMATION**	
Contact _____	** Must be completed to receive the mailing list electronically A data file will be sent to the email address provided with your Third-Party Agent information, unless directed otherwise. If you know the preferred file format, please note it here: _____
Company _____	
Email _____	
Phone _____	
Address _____	
City/State/Zip _____	
PAYMENT INFORMATION <input type="checkbox"/> Please invoice me <input type="checkbox"/> Check enclosed <input type="checkbox"/> Credit Card	
Name on Card _____	Card Type: VISA MC AMEX Discover AMOUNT \$ _____ EXP DATE _____ C V V _____
Card number _____	
Signature _____	

NOTE: Credit Card information provided for payment is shredded and/or deleted once processing has been completed.