



ADVERTISE WITH IMIA

Ads will appear in the IMIA Events program booklets (distributed to each attendee) and in the online version of the booklet for approximately a year. You may wish to advertise in the IMIA eNews which has the same rates and are published on a monthly basis. These remain in the website after publication.

This information and the advertising submission form may found at:

<http://www.imiaweb.org/corporate/advertising.asp>.

IMIA Web Site Advertising Options

- ♦ **Banners - Home Page:**
 - \$1500 - top home page
 - \$1000 - member
 - \$1300 - non-member
- ♦ **Banners - Other Pages:**
 - \$1300 - top
 - \$800 - member
 - \$1000 - non-member

Print Advertising Options

- ♦ \$100 for ¼ (quarter) page in booklet (color or b+w on line; print in gray scale only)
- ♦ \$150 for ½ (half) page in booklet (color or b+w on line; print in gray scale only)
- ♦ \$300 for full page in booklet (color or b+w on line; print in gray scale only)
- ♦ \$500 for insert in tote bags (you print and ship inserts to event – shipping address as per sponsorship instructions)
- ♦ \$600 for insert in tote bags and full page ad in booklet (print and on line; you print and ship inserts to event – shipping address as per sponsorship instructions)

Events Available to Advertise At:

- ♦ IMIA Trainers Conference
- ♦ IMIA Administrators Symposium
- ♦ IMIA Medical Terminology Boot Camp Series
- ♦ IMIA Conference on Medical Interpreting
- ♦ IMIA eNews: deadline for ad submissions is the 15th of each month

Ad Specs

- ♦ Color or Black and White (color or b+w on line; print in gray scale only)
- ♦ No bleeds
- ♦ Absolutely no white text/graphics on large black or dark backgrounds
- ♦ 1/2 inch print margin
- ♦ 1/4 page - vertical only, 4.5" x 3.25" print area
- ♦ 1/2 page - horizontal only, 7.5" x 4.5" print area
- ♦ Full Page - 7.5" x 10" print area

Payment Option Information

An invoice will be generated upon submission of the advertising form on the IMIA web site and will be emailed to the organizational contact listed. Once your payment and the ad are received, your advertisement will be approved added to the IMIA event booklet. Ad purchaser is responsible for submitting the ad to info@imiaweb.org by the deadline, and you will receive an email confirming receipt of your ad. If you do not receive such a confirmation email, please make sure to contact us.

For more information please call 617-636-1798 or email info@imiaweb.org.