



HeartBeat Magazine & Website Listing/Link 2007 Rate Card

HEARTBEAT MAGAZINE

CIRCULATION: 450

FORMAT: 11 issues: 5 magazines, 5 newsletters and a roster issue. Magazine and newsletter issues alternate monthly. Magazine issues vary in length and will contain your ad exactly as you submit it. Newsletter issues are four (4) pages and will prominently list your company name and phone number on the last page. A separate Roster issue (a 60-page magazine with handy reference material) will be published in early summer, and also will include your ad.

ADVERTISING RATES:

		<u>Members</u>	<u>Nonmembers</u>
Full page	6" x 8"	\$750/year	\$900/year
Half page	6" x 4" or 3" x 8"	\$550/year	\$650/year
One-fourth	6" x 2" or 3" x 4"	\$400/year	\$500/year

MECHANICALS: Send your ad "sized to fit" to ensure the best quality reproduction. All ads must be "camera-ready" and emailed to kswank@swassn.com *If you plan to use the same ad from 2006—you MUST "re-submit" for best quality.

INSERTS: Two-page insert - \$275 per issue Four-page insert - \$375 per issue
There may be multiple inserts in a single issue, with no competing companies in the same issue. All inserts must be 8 1/2" x 11" and will be sold on a first-come, first-served basis. Please reserve inserts early.

CHANGES: You may run the same ad in every magazine issue or you may change as often as you wish – even every issue. You must send changes by the deadlines indicated or changes will be held until next issue.

DEADLINES: Advertising material, inserts and editorial material must be received no later than the 10th of the month preceding month of publication.

WEBSITE LISTING & LINK

CIRCULATION: ENDLESS

Get Maximum exposure for your company by utilizing the HAGCSA website as an extension to your marketing plan. Reach thousands on the world-wide-web. The HAGCSA website will host a page that will encompass company's contact information and a direct link to designated website.

WEB LISTING & LINK RATES:	<u>Members</u>	<u>Nonmembers</u>
	\$150	\$400

MECHANICALS: Send your contract information (Company Name, Contact Name, Address, Phone, Fax, Email and Website Link) to: kswank@swassn.com

CHANGES: You may make changes to your contact information as needed. Allow 48 business hours for updates.

PAYMENT: Advertisers can attach a check, supply a credit card or be invoiced in full following first publication of your ad. Payment is due upon receipt of invoice. Inserts will be invoiced following inclusion, payable upon receipt.

Yes, I want to advertise in the **2007 Heartbeat!** Yes, I want to post a Listing & Link on the HAGCSA **Website!**

AD TYPE: Full Page Half Page One-Fourth Page Web Listing & Link Same Ad as 2006 (Must Resubmit) New Ad Enclosed

Company: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Authorized Signature: _____ Date: _____

PAYMENT: Check Enclosed Invoice Credit Card: No.: _____ Exp. _____
Name on Card: _____