



Hemophilia and Bleeding Disorders of Alabama, Inc.

HBDA 2018 – Advertising Menu of Options

Newsletter Advertising

¼ Page	\$ 300.00	Annual Cost -	\$ 1,200.00
½ Page	\$ 575.00	Annual Cost -	\$ 2,300.00
Full Page	\$ 1,000.00	Annual Cost -	\$ 4,000.00
2 Full Pages	\$ 1,700.00	Annual Cost -	\$ 6,800.00
3 Full Pages	\$ 2,550.00	Annual Cost -	\$10,200.00
4 Full Pages	\$ 3,350.00	Annual Cost -	\$13,400.00

Newsletter is published quarterly each year.

HBDA will allow more than one ad per issue in any combination of the above offerings, subject to prior approval. Multiple page ads represent a discounted price. You are eligible to change your ad each quarter with prior approval from HBDA. All ads must be received 3 weeks prior to the publication date. Ad submission dates are required as follows: March 2nd, June 15th, October 19th, and December 7th.

Program Agenda Advertising

¼ Page	\$ 300.00
½ Page	\$ 600.00
Full Page	\$ 1,000.00

Available opportunities are for the Annual Meeting, Camp Harvest, Camp Clot Not, and Advocacy Events.

HBDA Event Management App (With Sponsor, Vendor, and Speaker interactive tools)

Rotating Logo Ad with News Feed Logo Option and Direct Link to URL listed in your Profile

\$300.00 per event

Available opportunities are for the Annual Meeting, Camp Harvest, Camp Clot Not, and Advocacy Events.

Website Advertising

Ad Rotator plus link to website - \$150.00 per month (6 Months)	Annual Cost -	\$900.00
Ad Rotator plus link to website - \$100.00 per month (1 Year)	Annual Cost -	\$1200.00
¼ Page Stationary Ad - \$125.00 per month plus link to your website	Annual Cost -	\$1,500.00
½ Page Stationary Ad - \$200.00 per month plus link to your website	Annual Cost -	\$2,400.00
Full Page Stationary Ad - \$225.00 per month plus link to your website	Annual Cost -	\$2,700.00

Direct Mail Marketing

\$1,500.00 per campaign plus postage and printing

Approved direct mail pieces sent to targeted audience of our membership.
Manufacturer to provide printed direct mail piece and provide postage.

Contact the HBDA Office for additional information @ (334) 478-7822.