

2009 Advertising Reservation Form

Advertising encourages attendees to visit your booth. Attendees regularly refer to their convention program, giving your ad repeated exposure during and after the convention. *AHIMA Today*, the convention newspaper, relays breaking news, making it another premium ad location. A complete digital edition on *AHIMA Today* is available to all 53,000 members. Reserve your space now!

Special Combination Package

Save 15 percent when you advertise in both the on-site convention program and *AHIMA Today*. (Booth listings excluded)

1 On-site Convention Program

Reservation deadline—July 17

Artwork deadline—July 25

The program will be printed in four-color process and is distributed to all attendees.

Ad size

Exhibitor rate—20 percent discount included

Full-page (four-color)—\$2,030 net

Half-page (four-color)—\$1,540 net

Full-page (black & white)—\$1,190 net

Half-page (black & white)—\$700 net

Premium placements (call for availability)

Inside front cover—\$2,535 net

Inside back cover—\$2,535 net

Tab positions—\$2,425 net

Ad size specifications

Trim Size Full-page (bleed)

8-1/2" x 11" 8-3/4" x 11-1/4"

Half-page

(nonbleed)

7-7/16" x 10" 7" x 4-5/8"

2 AHIMA Today

(On-site Daily Convention Newspaper)

Reservation deadline—August 28

Artwork deadline—September 8

Space is limited, so reserve today! *AHIMA Today* is a four-color tabloid publication. Ads are four-color and appear in all three issues.

Ad size

Exhibitor rate—20 percent discount included

Tabloid page—\$2,540 net

Three-quarter page—\$2,130 net

Half-page—\$1,620 net

Premium Placements

Inside front cover—\$3,070 net

Inside back cover—\$3,070 net

Back cover—\$3,110 net

Ad size specifications

Trim size—10.5" x 14"

Tabloid (bleed)—10.75" x 14.5"

Tabloid (nonbleed)—8.75" x 13"

Three-quarter page—6.375" x 8.375"

Half-page—8.75" x 6.125"

3 Promote Your Booth Events

Each issue of *AHIMA Today* features a special listing of booth events that attendees won't want to miss. Reserve your listing today!

\$175 per day, 40 words

Reservation deadline—September 15

Copy deadline—September 22

4 Journal of AHIMA

The *Journal of AHIMA* is the official publication of AHIMA, and the only place to reach all 53,000 members. Raise your visibility around the convention by advertising in the *Journal*.

Reach attendees before the convention by advertising in the **September** issue of the *Journal of AHIMA*, which features a convention preview. Reinforce your message in the **October** issue, which features a prominent convention guide and is distributed at the event. Then follow up in the first issue attendees see once they return to their offices—the **November–December** issue, which contains the convention wrap-up.

Call your regional Karaban/Labiner Associates sales office for more information.

Space Reservation

Space Reservation	Size	Color	Placement	Combination Package	Price
Convention program					
<i>AHIMA Today</i>					
Combination Package (15% discount)					
		Rate	# of Days		
<i>AHIMA Today</i> Booth Event Listing		\$175/day			
----- Total					

Advertiser's Name: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Contact Person: _____ Title: _____

Signature: _____ Date: _____

Agency Name (if applicable): _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Contact Person: _____ Title: _____

Signature: _____ Date: _____

Material Instructions: We will send new artwork
 Pick up artwork from _____

Send invoice to: advertiser agency

General Information

Karaban/Labiner Representatives

East Sales Office

Glenn Karaban, Danya Gerstein

(212) 840-0660 Fax: (212) 944-1884

E-mail: gkaraban@klapublishing.com
dgerstein@klapublishing.com

Midwest Sales Office

Hillary Smith, Danya Gerstein

(212) 840-0660 Fax: (212) 944-1884

E-mail: hsmith@klapublishing.com
dgerstein@klapublishing.com

West/Midwest Sales Office

Chris Lowers

(918) 949-4427 Fax: (918) 949-4428

E-mail: clowers@klapublishing.com

Artwork

Supply completed ads as PDF files or Macintosh files in QuarkXPress, TIF, or EPS formats only—all fonts and linked files must be included. Include a printout.

Upload artwork at

www.ahima.org/advertising_materials

Mail artwork to

AHIMA

Attn: Meg Featheringham

233 N. Michigan Ave., 21st Fl.

Chicago, IL 60601

Phone: (312) 233-1121

e-mail: meg.featheringham@ahima.org

Fax this form to your nearest Karaban/Labiner representative.