

**CALIFORNIA AGENTS AND HEALTH INSURANCE PROFESSIONALS
POLICY & PROCEDURES**

POLICY TITLE: Website Advertising

CLASSIFICATION: Communications

POLICY NUMBER: 7012

DEPARTMENT COORDINATOR: VP of Communications

MOTION: Dede Kennedy-Simington

SECONDED: June Taylor

DATE SUBMITTED (INITIAL):

DATE APPROVED: February 21, 2023

APPROVED BY:

REVIEW DATE: 2026

PURPOSE: To enhance non-dues revenues to the Association.

POLICY: CAHIP will allocate specific space on its website for paid advertising. The VP of Communications will approve all ad placements. Ads are to be professional in content and are limited to the specified sizes noted below. Contracts will be offered in 6-month time frames. Flashing or animated ads will not be accepted. VP of Communications will be responsible for making price adjustments or promotional pricing opportunities.

PROCEDURE(S):

The following ad sizes and pricing will be offered:

Square Button Ads: 125 x 125 pixels

Location: 3 spots located on home page just below awards images. Ads would be visible only on homepage. Each ad would also be a link to the advertisers' main page or wherever they designated the URL to be directed towards. After the initial 3 advertisers are placed ads would be rotated evenly.

Price: \$625/month for 6 continuous months

Set Up Fee: One Time \$250 if CAHIP has to create/edit ad for posting

Premier Corner Spot Home: 600 x 400 pixels

Location: Square Image at top right of homepage on website Price:

\$1,000/month for 6 continuous months

Single Advertiser Only

Medicare Homepage: 800 x 500 pixels

Location: Medicare homepage

\$500.00 for 3 months

FINANCIAL IMPACT: Potential revenue of \$22,500 minimum annually. Cost of website administration.