

CALIFORNIA ASSOCIATION OF HEALTH UNDERWRITERS

POLICY & PROCEDURES

PENDING REVISION PER WEBSITE REVIEW

POLICY TITLE: Website Advertising

CLASSIFICATION: Communications

POLICY NUMBER: 7012

DEPARTMENT COORDINATOR: VP of Communications

MOTION:

SECONDED:

DATE SUBMITTED (INITIAL):

DATE APPROVED:

APPROVED BY:

REVIEW DATE: 2017

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

POLICY: CAHU 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 CAHU BLOGS box. Ads would be visible on each web page and would rotate with each page. 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 CAHU has to create/edit ad for posting

Half Banner Ad-Home Page: 234 x 60 pixels

Location: Strip across the bottom of each Main Page on website

Price: \$1,000/month for 6 continuous months

Single Advertiser Only

Blog Page Ads 125 x 125 pixels

Location: Left Side of Page Placed below Blog Contributors

Price: \$625/month-minimum of 6 continuous months

Current Promotional Pricing:

To encourage multiple ads on the site any Advertiser who purchases more than one ad on the site (including Blogs) will receive the following discounts off the single ad pricing: 2 or More Ads 20% Discount/ 3 or More Ads 30% Discount

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