



Web site Information and Advertising Rates

The California Association of Health Facilities, representing nursing facilities and intermediate-care facilities for people with developmental disabilities

WEB SITE ADVERTISING RATE CARD FOR 2011

Our newly updated Web site, www.cahf.org, and its exclusive “Members-Only” section is a valuable membership benefit for CAHF members and associates and a great place to reach a select group of dedicated, long-term care professionals. Updated on a daily basis, the site provides news of interest to long-term care professionals, job-seekers, employers and the general public. With thousands of page views each week, advertising on the Web site provides an exceptional opportunity for the promotion of upcoming events, new products, and services.

Get a special discount when you reserve and pay in advance for three months or longer.

Discounts Available!	
3 months	One year
10% off	25% off

Ad Sizes*

Full Banner 468x60 pixels

Button 120x90 pixels

Square Block 125x125 pixels
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Vertical Banner 120x600 pixels

*sizes are approximate

Ad Pricing

Web site Location	Ad Size	Cost
Members Only home page	Full banner	\$350/mo
	Vertical banner	\$250/mo
	Block	\$200/mo
	Button	\$150/mo
All other pages	Full banner	\$300/mo
	Vertical banner	\$200/mo
	Block	\$150/mo
	Button	\$100/mo

Terms of Use

Advertising is for CAHF members only. Advertising by non-members is permitted only in the classified section of the Web site. Advertising on the home page is exclusively for CAHF sponsored programs and CAHF Select Products and Services Programs. *Advertising will not appear until payment is received in full.*

Discounts are available for multiple months. Future advertising rates may change without prior notice. All prices apply to ad rates only. Basic ad design services are available for an additional \$50. Call for additional information.

CAHF reserves the right to reject, discontinue or omit any advertising in its sole and absolute discretion. Ads deemed to be in direct competition with products or services offered by CAHF or CAHF's Select Product and Services Program participants may be rejected. The CAHF logo may not be used without the express permission of CAHF.

For more information on Web advertising, or to place an order, contact Jack Rye at (916) 441-6400 ext. 116 or email jrye@cahf.org.