



## Advertising Rates

Effective 1/1/2017

Ad Types	Size in Pixels	Cost-Net	Cost-Net
Banner Ad Multiple ads display in random order	728px x 90px	<b>1 Month</b> \$600/ad	<b>2 Months</b> \$1000/ad
		<b>2 Months</b>	<b>4 Months</b>
Right Sidebar Ad Rotating between 3 ads	300px x 250px	\$800/ad	\$1000/ad
Right Sidebar Ad Revolving exposure*	300px x 250px	\$700	\$1,000
Right Sidebar Ad Animated .gif (3 max)	300px x 250px	\$800	\$1,200
Poster Research Published as Peer Review:** Single page, .pdf		\$25	
Journal Article*** Permanently accumulated in the Journal@HHTM section. Go to hearinghealthmatters.org for information.		\$15/page	
E-Blast Single mailing to e-mail list and to HHTM social media		\$600	

**Note: All ads link to the sponsor's web site.**

\*Revolving exposure refers to ads that change position with each refresh or access of the site.

\*\*Peer-reviewed poster presentations - permanently accumulated on the site - accepted from major meetings.

\*\*\*Journal articles will be peer reviewed.

On **rotating** ads, a sponsor can elect one or more of the ad spots.

**Materials Sent From Company Directly**

Send as .gif or .jpg files (preferred) and in the pixel sizes posted.

**Advertising Delivery**

Electronic delivery will be made to: [wstaab@aol.com](mailto:wstaab@aol.com)

**Payments**

Check to: Hearing Health and Technology Matter, LLC.

Send payment to: Holly Hosford-Dunn, PO Box 32168, Tucson, AZ 85751

Invoices will by sent and payment to HHTM is to be made when the invoice is received and paid in full. Postings will not occur until payment in full is made.



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## General

Advertisements are accepted and published based on the representations of the agency/ advertiser that authorization has been given to publish the presented material. In consideration of the publication of advertisements, the advertiser/agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of the right or privacy, plagiarism, copyright infringement, trademark infringement, and any other claims based on or related to the contents. Hearing Health and Technology Matters expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

## To Track Ads

To track ads, the advertiser must supply their ad tracking code, including cookies, with the image or other file, or they can track referrals from HHTM to the URLs their ads are linked to.

## Advertising and Publishing Questions

Contact: [HearingHealthMatters@Gmail.com](mailto:HearingHealthMatters@Gmail.com) Wayne J. Staab, Ph.D.  
Phone: 435-574-0061

## Endorsements:

### ***Frye Electronics, Inc.***

I use Google Analytics to determine what was the last website visited by visitors to our website.

"[Hearinghealthmatters.org](http://Hearinghealthmatters.org)" is always one of the top three websites directing traffic to "[frye.com](http://frye.com)". Of the top 20 websites about half bounce off staying for only a few seconds and not viewing more than the one landing page. Of the websites that do direct traffic toward [Frye.com](http://Frye.com) I value quality over quantity.

For me, quality is a combination of time on Frye's website and the number of pages viewed. The #1 website averages six pages with approximately (01:40) one minute forty seconds on Frye's website. That website, which we pay more to than Hearing Health Matters, provides a fraction of the leads. Hearing Health Matters, as noted above, provides the most visitors to Frye dot Com. Visitors from [Hearinghealthmatters.com](http://Hearinghealthmatters.com)'s website average 3.3 pages and approximately (01:30) one minute thirty seconds. None of the other websites provide both multiple page view and total time on our web site. Only [Hearinghealthmatters.com](http://Hearinghealthmatters.com) provides all three:

The most visitors directed to [Frye.com](http://Frye.com). Multiple (3.3) page views and Significant time (1:30) on the Frye website. [Hearinghealthmatters.com](http://Hearinghealthmatters.com) **gives Frye.com the most bang for our buck. The money Frye pays to advertise with your group is well spent.** Director Sales & Marketing, Frye Electronics, Inc.

### ***James Jerger, Ph.D. to Maurice Miller, Ph.D.***

"To get your message out you need to be sure that it makes contact with a large number of audiologists. And nowadays that means blogs. The best one is Hearing Health and Technology Matters. Send the article to Holly Hosford-Dunn at [tucsonaud@aol.com](mailto:tucsonaud@aol.com)." (Provided with permission from both parties).