

HCA Advertisement Order Form and Specification Sheet for *ASAP*



HCA's weekly newsletter, *ASAP*, accepts advertising for home care employment opportunities by HCA member organizations only. To advertise, **you must be a member of HCA, and the advertisement must be for an employment opportunity at your organization.** Please send all advertisement text to HCA at rnoyes@hcanys.org along with an image file of your organization's logo. HCA will design the ad for you reflecting the specifications shown at the bottom of this order form, including word count, size dimensions, etc.

Members can advertise for multiple employment positions in a single advertisement as long as the advertisement meets all other specifications for word count and can conform to the design specifications at the bottom of this form. HCA will **not** provide a proof copy of any advertisement in advance of publication, nor can we guarantee page placement, font style or other design characteristics different from the specifications shown in this order form. Organizations wishing to design their own ads should conform to the design and size standards shown in these specifications. All inquiries about advertisement design should be sent to rnoyes@hcanys.org.

Payment for all advertising will be sent via invoice after the advertisement runs. The maximum advertisement period is four weeks. Members can extend the advertisement period at any point, up to the four-week maximum. In filling out the information on this order form, please include the name and contact information of the person responsible for facilitating payment. Advertisement rates are provided in the order form.

All questions should be addressed to HCA's Communications Director Roger Noyes at rnoyes@hcanys.org or (518) 810-0665.

Order Form

Name: _____

Title: _____

Address: _____

E-mail: _____

Phone Number: _____

Ad rates (please check one)

One week: \$100 _____

Three weeks: \$200 _____

Two weeks: \$150 _____

Four weeks (max): \$250 _____

TOTAL: \$ _____

Ad deadline

ASAP is circulated every Friday. Advertisement text and accompanying order forms must be received by HCA no later than 5 p.m. on the Thursday prior to the expected publication date.

Please indicate the start date for your advertisement:

_____.

Fax this form back to HCA at (518) 426-8788 or e-mail to rnoyes@hcanys.org

HIRING _____

[Title of position(s)]

[Name of Organization]

Your logo here

[One paragraph-long description of position(s), qualifications, benefits, instructions for submitting résumé – 100 words or less]

3 inches

7 inches