

# E-Newsletter Advertising Rates

The Pittsburgh Human Resource Association's e-newsletter goes out every week to the **1,100+ PHRA members**, all prospective customers for you! Help your business or service gain exposure by reaching out to the PHRA members through our ad spaces in the e-newsletter! All ads will have an instant link to your internet home page where individuals can view and potentially buy your products and services. PHRA's Weekly Updates have a monthly

## Special Introductory Rates!

*(PHRA members receive an additional 5% off these listed rates!)*

Single-Month Ad Special		Quarterly Ad Special	
Ad: top portion of newsletter (300x125 pixels)	\$250	Ad: top portion of newsletter (300x125 pixels)	\$215/mo
Text Ad (Up to 40 words)	\$115	Text Ad (Up to 40 words)	\$100/mo
Text Ad (40-150 words)	\$175	Text Ad (40-150 words)	\$150/mo
		<i>(15% Discount!! Save up to \$105!!)</i>	
6 Month Ad Special		12 Month Ad Special	
Ad: top portion of newsletter (300x125 pixels)	\$200/mo	Ad: top portion of newsletter (300x125 pixels)	\$190/mo
Text Ad (Up to 40 words)	\$90/mo	Text Ad (Up to 40 words)	\$85/mo
Text Ad (40-150 words)	\$140/mo	Text Ad (40-150 words)	\$130/mo
<i>(20% Discount!! Save up to \$300!!)</i>		<i>(25% Discount!! Save up to \$720!!)</i>	

Fill out the E-newsletter Advertising Contract and return it to the Pittsburgh Human Resources Association at:

PHRA  
425 Sixth Ave., Ste. 1650  
Pittsburgh, PA 15219

**Fax:** 412-261-0773

**Email:** llamping@pittsburghhra.org

Ad files must be submitted in **JPG or GIF format**. Ad space is subject to availability. Contact the PHRA office for more information.

PHRA will sell a limit of 2 ads for both the top portion of the newsletter and each type of text ad. Ad placement will be subject to the length of the ad agreement (or if advertisers select same ad duration, placement advantage will go to advertiser who signed agreement first).

The introductory rates will be available until March of 2010. Take advantage!



Table of Contents	News
YOUR AD (300x125 pixels)	Article
Article	Article
Article	Article
Text Ads	Quick Links

\*\*Image above only indicates placement of the ads and does not indicate size of blocks or amount of PHRA content included in newsletter.\*\*