



# CAHP CONFERENCE BOOK ADVERTISING OPPORTUNITIES

**Deadline for artwork and payment: 9/11/15**

<u>Advertising Rates</u>	<u>Member</u>	<u>Non-Member</u>
Full-Page Ad – Black & White	\$800	\$1000
Half Page Ad – Black & White	\$400	\$500
Quarter Page Ad– Black & White	\$200	\$300

\*\*All CAHP Conference exhibitors receive a free ad (ad size depends on sponsorship level)

Ad specs listed on following page

\_\_\_\_ Full-Page Ad      \_\_\_\_ Half Page Ad      \_\_\_\_ Quarter Page Ad

Company Name

Contact Name

Email Address

Phone

Address

City, State, Zip

Signature

Date

Please complete and e-mail to Geri O’Neil ([goneil@calhealthplans.org](mailto:goneil@calhealthplans.org)) or fax to (916) 443-1037

## CAHP MEMBER HEALTH PLANS:

- AETNA HEALTH OF CALIFORNIA
- AIDS HEALTHCARE FOUNDATION
- ALAMEDA ALLIANCE FOR HEALTH
- ANTHEM BLUE CROSS
- BLUE SHIELD OF CALIFORNIA
- CALIFORNIA HEALTH & WELLNESS
- CALOPTIMA
- CALVIVA HEALTH
- CARE 1ST HEALTH PLAN
- CENCAL HEALTH
- CENTRAL CALIFORNIA ALLIANCE FOR HEALTH
- CENTRAL HEALTH PLAN OF CALIFORNIA
- CHINESE COMMUNITY HEALTH PLAN
- CIGNA HEALTHCARE OF CALIFORNIA, INC.
- COMMUNITY HEALTH GROUP
- CONTRA COSTA HEALTH PLAN
- EASY CHOICE, A WELLCARE COMPANY
- GEMCARE HEALTH PLAN, INC.
- HEALTH NET OF CALIFORNIA
- HEALTH PLAN OF SAN JOAQUIN
- HEALTH PLAN OF SAN MATEO
- HERITAGE PROVIDER NETWORK
- HUMANA
- INLAND EMPIRE HEALTH PLAN
- INTER VALLEY HEALTH PLAN
- KAISER PERMANENTE
- KERN HEALTH SYSTEMS
- L.A. CARE HEALTH PLAN
- MOLINA HEALTHCARE OF CALIFORNIA
- MONARCH HEALTH PLAN, INC.
- ON LOK LIFEWAYS
- PARTNERSHIP HEALTH PLAN OF CALIFORNIA
- SAN FRANCISCO HEALTH PLAN
- SANTA CLARA FAMILY HEALTH PLAN
- SCAN HEALTH PLAN
- SEASIDE HEALTH PLAN
- SHARP HEALTH PLAN
- SIMNSA HEALTH PLAN
- SUTTER HEALTH PLUS
- UNITEDHEALTHCARE OF CALIFORNIA
- VALLEY HEALTH PLAN
- VENTURA COUNTY HEALTH PLAN
- WESTERN HEALTH ADVANTAGE

### CALIFORNIA ASSOCIATION OF HEALTH PLANS

1415 L STREET, SUITE 850 | SACRAMENTO, CA 95814 | P: (916) 552-2910 | F: (916) 443-1037

[www.calhealthplans.org](http://www.calhealthplans.org)

*Advocating for California's health plans since 1984*

# CAHP CONFERENCE BOOK ADVERTISING RATES AND SPECS

**DEADLINE FOR ARTWORK AND PAYMENT: 9/11/15**

## ADVERTISING RATES

Full-Page Ad – Black & White – Non-Member Rate .....	\$1000
Full-Page Ad – Black & White – Member Rate .....	\$800
Half Page Ad – Black & White – Non-Member Rate .....	\$500
Half Page Ad – Black & White – Member Rate .....	\$400
Quarter Page Ad – Black & White – Non-Member Rate .....	\$300
Quarter Page Ad – Black & White – Member Rate .....	\$200

## SPECIFICATIONS

### SIZES

Full page ads: Standard ad size (no bleeds) - 7.5" x 10"  
Trim size - 8.5" x 11" (ads that bleed should include .125" on all sides - 8.75" x 11.25")  
For full-bleed ads please contact Geri for more information about live area and type-safe area.

Half page ads: (no bleeds) - 7.5" wide x 4 7/8" (four and seven eighths) – Horizontal

Quarter page ads: (no bleeds) – 3.625" wide x 4 7/8" (four and seven eighths) - Vertical

### SPECS

300 dpi final art  
Black and white ads only  
Please convert to path or include all fonts (Mac fonts only)

### ACCEPTED FILE FORMATS

Preferred Format: High Resolution PDF

Other accepted formats (in order of preference):

- InDesign CS6 packaged files, including all fonts and all images
- High-resolution (300dpi) AI, PSD, TIFF or EPS files with all fonts outlined and all high res images included.

Contact Geri O'Neil ([goneil@calhealthplans.org](mailto:goneil@calhealthplans.org)) or (916) 558-1548 with questions or for additional CAHP advertising and sponsorship opportunities

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