



CAHP MEMBERSHIP DIRECTORY SPONSORSHIP OPPORTUNITIES

**Deadline for contract, payment and artwork:
JANURAY 20th**

Back Cover Inside Front Cover **SOLD** Inside Back Cover **SOLD**
 Full Page Ad Half Page Ad

<u>Rates</u>	<u>Member</u>	<u>Non-Member</u>
Back Cover SOLD	\$4,500	\$6,000
Inside Front Cover SOLD	\$3,000	\$5,000
Inside Back Cover	\$3,000	\$5,000
Full Page Ad – 4 color	\$1,500	\$2,500
Half Page Ad – 4 color	\$1,000	\$1,500

CAHP Member Health Plans:

- Aetna Health of California, Inc.
- AIDS Healthcare Foundation
- Alameda Alliance for Health
- Alignment Health Plan
- Anthem Blue Cross
- Aspire Health Plan
- Blue Shield of California
- CalOptima Health
- CalViva Health
- GenCal Health
- Central California Alliance for Health
- Chinese Community Health Plan
- Cigna HealthCare of California, Inc.
- Clever Care of Golden State
- Community Care Health
- Community Health Group
- Contra Costa Health Plan
- Gold Coast Health Plan
- Health Net of California
- Health Plan of San Joaquin
- Health Plan of San Mateo
- Heritage Provider Network
- Inland Empire Health Plan
- Kaiser Permanente
- Kern Family Health Care
- L.A. Care Health Plan
- MemorialCare Select Health Plan
- Molina Healthcare of California
- On Lok PACE
- Partnership HealthPlan of California
- San Francisco Health Plan
- Santa Clara Family Health Plan
- SCAN Health Plan
- Scripps Health Plan Services
- Sharp Health Plan
- SIMNSA Health Plan
- Sutter Health Plus
- UnitedHealthcare of California
- Valley Health Plan
- Ventura County Health Care Plan
- Western Health Advantage

Company Name

Contact Name

Email Address

Phone

Address

City, State, Zip

Signature

Date

**Please complete and e-mail to Marjorie King
(mking@calhealthplans.org)**



CAHP DIRECTORY SPECS

**Deadline for contract submission & payment:
JANURAY 20th**

Full Page Ad – Full Color

Ad size - 7.5" x 10" (no bleeds)

If full bleed ad is desired – 8.5" x 11. Include .125" bleed on all sides – 8.75" x 11.25"

Live area (area text will be) -- must be within 7.5" x 10" – book is spiral-bound so text or graphics too close to edges will get cut off

Half Page Ad – Full Color – Horizontal Ad

Ad size -- 7.5" wide x 4.875" tall (four and seven eights) (no bleeds)

Covers – Insides and Back – Full Color

Ad size -- 8.25" x 11" (with .125" bleed on all sides. See above specs for full bleed ad)

Specs

300 dpi final art

Accepted File Formats

- Hi-res (press quality, all fonts embedded) – preferred format
- CMYK TIFF (300 dpi actual size)
- Illustrator EPS with fonts converted to outlines
- No Word, Corel or Quark files or files pulled from Web

Circulation

1,000 hardcopies distributed at all CAHP events and mailed to CAHP board of directors and member CEOs and staff. Available for PDF download on CAHP's website.

**Contact Marjorie King (mking@calhealthplans.org) or (530) 491-8349
with questions or for additional CAHP advertising and sponsorship
opportunities**