

# New Ways to Reach Your Customers



**The Nation's Leading Organization Representing People with Hearing Loss**



# Reach 200,000 hearing loss consumers with the Hearing Loss Association of America (HLAA)



*HLAA is the nation's leading organization representing people with hearing loss.*

The Hearing Loss Association of America® guarantees a connection with more than 200,000 consumers and professionals in the hearing loss community. For 33 years HLAA has been in the forefront of advocacy on Capitol Hill for the hearing loss community and provides its members with the latest industry news.



According to the National Center for Health Statistics, 36 million (17%) Americans have some degree of hearing loss, which makes hearing loss a public health issue—third in line after heart disease and arthritis.

We can introduce you to this valuable market through *Hearing Loss Magazine*, the HLAA website ([www.hearingloss.org](http://www.hearingloss.org)) and the online HLAA e-News.

## Reach Your Potential Customers

- Consumers with hearing loss, along with their families and friends who are interested in the latest news and products in the industry.
- Hearing health care professionals who display *Hearing Loss Magazine* in their reception areas and recommend products and services to their patients. Includes hearing instrument specialists, audiologists, psychologists, senior care centers.
- Organizations and academic institutions in the field—educators who want to understand hearing loss and make informed recommendations.
- National, state and county agencies, vocational rehabilitation centers, libraries, and educational institutions consider HLAA's expertise and its chapter/state network to be an outstanding resource.



## HLAA Statistics

There are **36 million people** in the United States with some level of hearing loss.

Hearing loss is a public health issue third in line to arthritis and heart disease.

HLAA members are enthusiastic users and promoters of hearing aids and other technology.

**91 percent** of HLAA members with moderate losses wear hearing aids.

**61 percent** of HLAA members with mild losses wear hearing aids. That compares with 20 percent usage among the general population.

**48 percent** of HLAA members indicate they use assistive listening devices (hearing assistive technologies) such as FM systems, audio loops, infrared, or hard-wired systems.

**46 percent** of HLAA members use their own assistive listening devices.

**83 percent** of HLAA members use telecoils.



# Three Ways to Reach Your Customers...

## 1 Hearing Loss MAGAZINE

Since 1980, the magazine's reputable and unbiased editorial coverage, attractive and readable format, and broad audience appeal, has placed *Hearing Loss Magazine* as a source of valued information among people with hearing loss, and among educators and professionals in the hearing health care industry.

When you advertise in *Hearing Loss Magazine*, your message reaches a highly-targeted consumer audience eager to learn about the latest in technology and services.

With a readership of more than 16,000 and a broader reach in waiting rooms of hearing health care professionals and libraries, *Hearing Loss Magazine* can connect you to this valuable market.

The consumer-focused *Hearing Loss Magazine* is smartly written by a team of industry experts for people who have hearing loss.

*Hearing Loss Magazine* reaches those who need it most—individuals with hearing loss who are looking for the latest information on technology, products, and services to help them live well with their hearing loss. The publication offers you a superb opportunity to reach this unique audience.



Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. *Hearing Loss Magazine* was honored to receive two awards this year:



Publications/Magazine (Gold)—  
September/October 2010 issue  
Design/Overall Publication (Honorable Mention)—  
January/February 2011 issue

### 2012 EDITORIAL CALENDAR

*Hearing Loss Magazine* is published six times per year. Each issue covers technology (hearing aids, assistive listening devices, Baha, cochlear implants and others), legislation pertaining to people with hearing loss, personal narratives of people living with hearing loss, and medical/research/psychosocial issues. **Bonus Distributions:** Throughout the year we occasionally mail to additional mailing lists.

#### JANUARY/FEBRUARY 2012

- Cover feature: Tina and Tom Hamblin
- Cost of hearing aids
- Seen & Heard member profile: Anne Taylor and Sam Spritzer

#### MARCH/APRIL 2012

**HLAA GOES DIGITAL THIS ISSUE!**

- 2012 HLAA Convention, Providence, R.I., registration information
- Hearing aid technology
- Mark Ross, Ph.D. returns: Affordable hearing aids
- The American Academy of Audiology comments on UnitedHealthcare® hearing aid program

#### MAY/JUNE 2012

- Cover feature: Composer Richard Einhorn
- Bonus Distribution: HLAA's Annual Convention 2012
- HLAA Convention Promotion—Highlights, Keynote Speaker, Sponsors
- Seen & Heard member profile (to be determined)

#### JULY/AUGUST 2012

- Cover feature: Laurie Pullins
- Step up for people with hearing loss in HLAA's Walk4Hearing
- Seen & Heard member profile (to be determined)

#### SEPTEMBER/OCTOBER 2012

- Cover feature: Charles Wildbank, fine artist, cochlear implant user
- HLAA Convention 2012 Wrap-Up from Washington, D.C., includes sponsors
- Seen & Heard member profile (to be determined)

#### NOVEMBER/DECEMBER 2012

- Cover feature (to be determined)
- Affordable hearing aids
- Seen & Heard member profile (to be determined)

# Hearing Loss Magazine Goes Digital!



In addition to the printed version, beginning with the March/April 2012 issue, your ad gets even more exposure with live links to your company.

## New Opportunities to Reach Customers with the Digital Edition

**Sponsorship:** \$900

**Belly Band:** \$1,000

**Tool Bar Band:** \$500

**Banner Ad:** \$500

**Business Reply Card:** \$500

**Ad Generator:** \$200 added on to any feature above.

We'll be happy to explain all these exciting options and show you what they look like. Basically, if you imagine something for your ad, we can do it! Better yet, all the issues get archived so your ad lives on [www.hearingloss.org](http://www.hearingloss.org).

# Three Ways to Reach Your Customers...

## 2

## Website Advertising:

### Web Banners on [www.hearingloss.org](http://www.hearingloss.org)

Advertising in HLAA's online outlet is a great way to gain exposure and stay ahead of your competition. Online ad space is available for [www.hearingloss.org](http://www.hearingloss.org), which contains the latest news and information about hearing loss. This includes the latest on technology, insurance, changes in legal issues, public policy, action issues, advocacy articles, commentary, hot topics, research, and links to related organizations and more.



The website reaches a broad audience made up of people with hearing loss, their families and friends, hearing health professionals, educators, businesses, organizations in the field, and many others.

#### Web Banner Requirements

All web banner advertisements are contracted for one full year, 12-month cycle. Advertisements are banner-style (either rotating or with transitions, webmaster's option) and files provided must be static .GIF or .JPG files.

468 x 60 pixels – horizontal

120 x 240 pixels – vertical

#### File Format

The format of the files can be either .GIF or .JPG. Also, provide the URL you would like visitors to be directed to.

#### Deadlines

The deadline for submission is one week prior to requested start date.

#### Cost

Available for annual contracts and payable in 12 monthly installments billed at \$350 each or one payment for \$3,600.

The HLAA website receives more than **20,000** unique visitors per month.

# Three Ways to Reach Your Customers...

# 3

## e-News Advertising:

### HLAA e-News: Hot-off-the-Wire

HLAA's e-News is published monthly with the latest breaking news. With a growing subscriber base of more than 40,000, subscribers include people with hearing loss, their families and friends, hearing health professionals, educators, businesses, organizations in the field, and many others.

**Requirements:** Advertisements should include a company logo in .GIF or .JPG format, the URL to your website, and a teaser line (40 characters or less).

**You have two options of how your HLAA e-News ad will appear.**

**Option 1:** Company logo and teaser line will link directly to your website with the URL that you provide.

**Option 2:** In addition to a logo and teaser line, you can also submit a blurb with more details on specials you offer (this can include a discount code). Webmaster will then create a page for your ad with a link to your website with a URL you provide.

#### Deadlines

The advertisement should be received no later than NOON on the THURSDAY of the week before publication. HLAA e-News is published monthly.

Ads submitted are used for the duration of your contract; however, you can submit a new or revised ad for any issue. Revised/replacement ads submitted by noon on the Thursday before the publication will be used.

#### Cost

The HLAA e-News is available for annual contracts and payable in 12 monthly installments billed at \$350 each or one payment of \$3,600.



HLAA's e-News has a growing subscriber base of more than **40,000!**

# 2012 Hearing Loss Magazine and Web Advertising Contract

## Hearing Loss Magazine Advertising

Please check the box below to indicate your ad size, frequency and edition.

4-COLOR	x 1	x 3	x 6
Back Cover	<input type="checkbox"/> \$ 4,100	<input type="checkbox"/> \$ 3,575	<input type="checkbox"/> \$ 3,400
Inside Front & Back Cover	<input type="checkbox"/> \$ 3,900	<input type="checkbox"/> \$ 3,405	<input type="checkbox"/> \$ 3,240
Full Page	<input type="checkbox"/> \$ 3,400	<input type="checkbox"/> \$ 2,980	<input type="checkbox"/> \$ 2,840
1/2 Page-Horizontal	<input type="checkbox"/> \$ 2,400	<input type="checkbox"/> \$ 2,130	<input type="checkbox"/> \$ 2,040
1/2 Page-Vertical	<input type="checkbox"/> \$ 2,400	<input type="checkbox"/> \$ 2,130	<input type="checkbox"/> \$ 2,040
1/3 Page-Horizontal	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,635	<input type="checkbox"/> \$ 1,480
1/3 Page-Vertical	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,635	<input type="checkbox"/> \$ 1,480
1/6 Page-Horizontal	<input type="checkbox"/> \$ 1,200	<input type="checkbox"/> \$ 1,150	<input type="checkbox"/> \$ 1,100
1/6 Page-Vertical	<input type="checkbox"/> \$ 1,200	<input type="checkbox"/> \$ 1,150	<input type="checkbox"/> \$ 1,100

Classified ads: \$25 per line based on *Hearing Loss Magazine* layout.  
For b&w, subtract \$600

### JANUARY/FEBRUARY 2012

Ad Space: November 20, 2011  
Artwork: December 5, 2011

### JULY/AUGUST 2012

Ad Space: May 18, 2012  
Artwork: June 1, 2012

### MARCH/APRIL 2012

Ad Space: January 20, 2012  
Artwork: February 3, 2012

### SEPTEMBER/OCTOBER 2012

Ad Space: July 20, 2012  
Artwork: August 3, 2012

### MAY/JUNE 2011

Ad Space: March 23, 2012  
Artwork: April 6, 2012

### NOVEMBER/DECEMBER 2012

Ad Space: September 21, 2012  
Artwork: October 5, 2011

## HLAA Website Advertising

- Annual contract, 12 monthly installments billed at \$350 each
- Annual contract, one payment for \$3,600

## HLAA e-News Advertising

- Annual contract, 12 monthly installments billed at \$350 each
- Annual contract, one payment for \$3,600

**Questions? Call 202.337.1893**

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Payment Information

Signature of Authorized Representative \_\_\_\_\_

Print Name/Date \_\_\_\_\_

Please remit payment to:

### Hearing Loss Association of America®

Ad & Exhibit Office  
2168 Wisconsin Avenue, N.W.  
Washington, D.C. 20007

**To execute this contract or for more information, contact:**

### Advertising Sales/Account Managers:

Kyle Harrington, [kyle@bluehouse.us](mailto:kyle@bluehouse.us), 202.337.1893  
Chris Schriever, [chris@bluehouse.us](mailto:chris@bluehouse.us), 202.337.1892

### Editor-in-Chief:

Barbara Kelley, [bkelly@hearingloss.org](mailto:bkelly@hearingloss.org), 301.657.2248 x10

*Hearing Loss Magazine* and HLAA e-News are published by the Hearing Loss Association of America®, 7910 Woodmont Avenue, Suite 1200, Bethesda, MD 20814

## ADVERTISING POLICIES

**ACCEPTANCE OF ADS:** All ads are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order of request for publication thereof shall be deemed to be a representation by the advertiser of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher from any loss, expense or other liability resulting from any claims or suits for libel, violation of right to privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

All copy, text and illustrations are subject to the publishers' approval before execution of the order and the right is reserved to reject or exclude copy which is deemed by the publisher to be unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, or otherwise incompatible with the character of the Hearing Loss Association of America® and its publications, in the opinion of its editor, or which that does not meet the approval of the Federal Trade Commission (whether or not the same ad has already been accepted and/or published in *Hearing Loss Magazine* or any other publication). Acceptance of advertising is subject to investigation of the advertiser, their merchandise and services. The publisher may mark as "Advertisement" any advertisement that resembles editorial matter.

**LIABILITY:** Publisher assumes no liability for errors resulting from illegible copy of key numbers, or from unsatisfactory results in the opinion of the advertiser and/or agency.

**PAYMENTS AND CANCELLATIONS:** All payments are due within 30 days of publication. Standard agency commission of 15 percent is granted only if paid with 30 days from date of invoice. No cancellations will be accepted after the closing date. In the event of a cancellation and/or rejection by the publisher (explanation need not be given), the advertising already run shall be paid for or billed at the rate provided in the contract. If an advertiser and/or agency terminate an advertising contract before its completion, the ads previously run will be prorated according to the full, non-frequency rate. NO cancellations or changes in any order have to be accepted after the closing date. However, the publisher will accommodate the advertiser as much as possible. The publisher reserves the right to refuse or cancel any advertisement. Upon acceptance, publication is dependent upon space availability. Publisher is not responsible for errors or omissions if the advertiser does not supply the correct artwork by the closing date. (The previous ad will be picked up and repeated unless notified by the advertiser.) Advertiser agrees to abide by the payment terms and conditions set forth in the current rate information.

# Hearing Loss

MAGAZINE

Hearing Loss Magazine requires electronic camera-ready, professional-looking ads that meet exact specifications. If no new ad is submitted by the deadline, the publisher will pick up the ad run in the previous issue.

## MECHANICAL REQUIREMENTS

### Electronic File Requirements

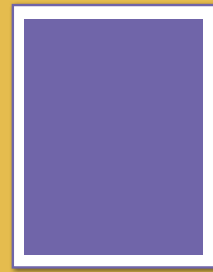
- Please supply only TIFF, EPS, or PDF print-ready files. HLAA does not accept film or any native application file formats (Quark, MS Word, InDesign, PageMaker, etc.).
- TIFF images should be 100%, 300 dpi minimum for halftones, 1200 dpi for line art.
- EPS files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 dpi or better and all fonts must be embedded.
- Media accepted: CDs, DVDs, and digital files. Digital files under 8mg can be submitted by email. For files larger than 8mg, we can provide our FTP information.



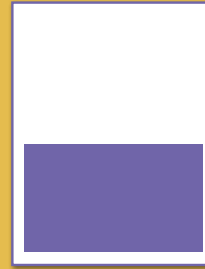
## ARTWORK REQUIREMENTS



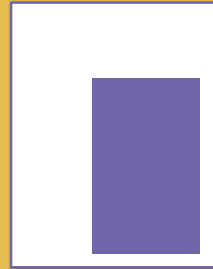
Full Page, Bleed  
Trim 8 1/2" w x 11" h  
Add 1/4" Bleed



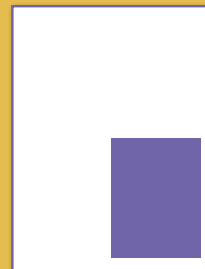
Full Page, No Bleed  
7 3/8" w x 9 3/4" h



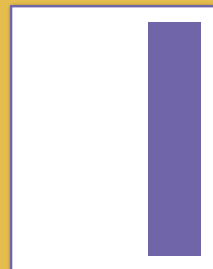
1/2 Page, Horizontal  
7 3/8" w x 4 5/8" h



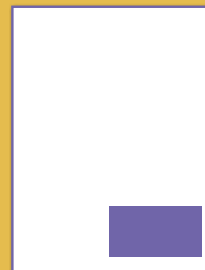
1/2 Page, Vertical  
4 7/8" w x 7 3/8" h



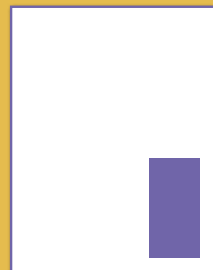
1/3 Page, Horizontal  
4 3/4" w x 4 5/8" h



1/3 Page, Vertical  
9 7/8" h x 2 3/8" w



1/6 Page, Horizontal  
4 3/4" w x 2 1/2" h



1/6 Page, Vertical  
2 1/2" w x 5" h

Classified Ads, per line

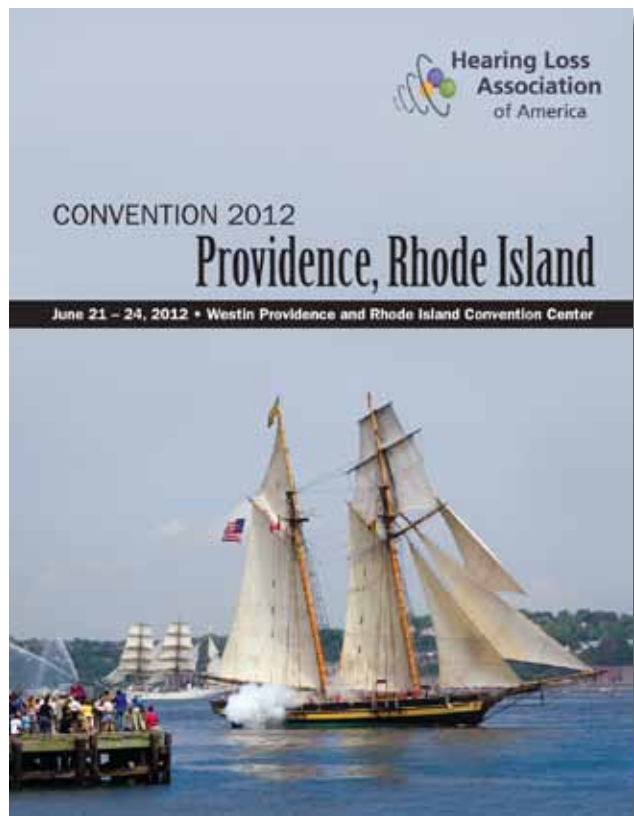
Sponsorship: Awareness Campaigns,  
Training, Development, Events, and Programs

**If we're not yet working with your organization, we'd like to be.**

The Hearing Loss Association of America® offers a broad range of sponsorship and joint-marketing opportunities. Increase your visibility and send the right message to your customers by sponsoring an HLAA program such as the *Walk4Hearing™* or HLAA Convention events. Team up with HLAA to produce educational materials, sponsor leadership and training workshops, conduct market surveys, and more. Contact HLAA staff to discuss joint-marketing projects for your organization.

**Nancy Macklin**

HLAA Director of Events & Marketing  
[nmacklin@hearingloss.org](mailto:nmacklin@hearingloss.org)  
301.657.2248



**Exhibitors**—Join other companies and organizations in the field and participate in the always-popular Exhibit Hall & Trade Show during the HLAA Convention. Showcase your newest products and services to consumers who use them. Allow hands-on testing and give personalized service to consumers and hearing health professionals. The HLAA Convention Exhibit and Program Guide, the onsite convention book, also accepts advertising.

**Contact Exhibit Sales/Account Managers:**

Kyle Harrington, [kyle@bluehouse.us](mailto:kyle@bluehouse.us), 202.337.1893  
Chris Schriever, [chris@bluehouse.us](mailto:chris@bluehouse.us), 202.337.1892

## About the Hearing Loss Association of America®

The Hearing Loss Association of America® (HLAA), founded in 1979, opens the world of communication to people with hearing loss through information, education, advocacy and support. HLAA publishes the bimonthly *Hearing Loss Magazine*, holds annual conventions, produces *Walk4Hearing™*, the Academy of Hearing Loss Support Specialists™ and more.

Visit HLAA on the web at [www.hearingloss.org](http://www.hearingloss.org).

The national headquarters is located at 7910 Woodmont Avenue, Suite 1200, Bethesda, MD 20814. HLAA has chapters and state organizations across the country and advocates at the state and national level for policies and laws to improve the lives of people with hearing loss.



**Hearing Loss Association of America**

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