



2025 Digital Marketing Opportunities Rate Sheet

NEW!

Promotional Emails to HPA Subscribers

\$2500 per email (limited slots available, 8,000+ subscribers)

- MailChimp and html templates accepted
- Images accepted: PNG, JPG or GIF files, 600-1200 px wide
- Customer to provide destination URL for image
- Subject line maximum of 60 characters
- Post campaign reporting available upon request

HPA Website, hpaonline.com

Banner ad, 300x250, 1-6 month, \$1,500 net per month

Banner ad, 300x250, 6-12 month, \$1200 per insertion

Content Syndication

\$2500 per post

- 50 words, logo, and active link to whitepaper or e-book download
 - Post to be included in HPA Communications three ways!
 - HPA Homepage (four weeks)
 - Emailed to HPA mailing list (8,000+ subscribers)
 - Dedicated Social Post (LinkedIn, Facebook)
 - Asset must be non-commercial, solutions based and educational
 - Stat performance available upon request
 - Video Ad Units – pricing available upon request

For information on digital marketing and availability, please contact :
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