

Mental Health America of Montana – Advertising Opportunities 2011 - 2012

TARGETED MARKETING OPTIONS	
Advertising in Weekly E-Blast	Due Date
Space Advertising (Quarter, \$150, discounts after 2)	Two weeks prior
Space Advertising (Eighth \$75, discounts after 2)	Two weeks prior
Sponsorship of issue with banner (\$300 for the month, discounts after 1)	Two weeks prior
Auto Attendant Warm Line Ad	
10 sec spot for a week - \$100 a month or \$30 a week (average exposure is 140+ calls a week)	Two weeks prior
Knowledge Partner – Advertising in Annual Conference Brochure and Programs: Annual Children’s Mental Health Conference in Great Falls and Rural/Frontier Mental Health Conference	Due Date
Bronze Level: \$250 includes complimentary exhibit table, a quarter-page ad in the program, and one (1) conference admission	10 th of previous month
Silver Level: \$500 includes exhibit table, two (2) conference admissions, a half-page ad in the program, and day two break-out session presenter option	10 th of previous month
Gold Level: \$1,000 includes exhibit table, three (3) conference admissions, day two break-out session presenter option, and a full-page ad in the program	10 th of previous month
Exhibit tables are available for \$150. All booths will be equipped with a 6’ skirted table and 2 chairs.	10 th of previous month