**API Advertising Rates and Specifications**

**Job posting pricing:**

Jobs are posted on the API web site "Jobs Board." API will also include links to job postings in the API newsletter, which is sent out twice a month with updated announcements:

**API members:**

1-month: $300

2-month: $500

3-month: $800

**Non-members:**

1-month: $500

2-month: $750

3-month: $1250

Post your job [**HERE**](https://apai.mcjobboard.net/jobs)**!**

**Banner ad/eblast marketing:**

Advertise your company on the API web site with a banner ad or with a targeted e-blast to API contacts (approximately 7,000 people):

**Banner ads:**1-month/1-time:    $750  
  
2-month/2-time:    $1000  
  
3-month/3-time:    $1250  
  
4-month/4-time:    $1500

**e-BLASTs:**

1-month/1-time:    $750  
  
2-month/2-time:    $1250  
  
3-month/3-time:    $1750  
  
4-month/4-time:    $2250

**Eblast content:**

Please submit the following eblast materials at least five days prior to the mail date to allow for testing and for resolving any unexpected design issues:

* HTML file
* Subject line
* Test email addresses

**Design recommendations:**

* Table layouts (critical to maintaining your design across multiple mail clients and browsers)
* CSS to counteract rendering issues that may affect margins, padding, line height, paragraph spacing, image scaling, and button fonts
* Inline styles (even when using CSS in the header)
* Width maximum of 600 pixels
* Subject line maximum of 150 characters
* Do not include website elements, such as CSS buttons, background images, or floating images and type
* Images must be available on a public server, or sent with the html in .gif, .jpg, or .png format

**Test messages:**

* We will alert you once the test message has been sent.
* On occasion, company firewalls may flag our test message because the word “TEST” is incorporated into the subject line. If you don’t receive your test message within 10 minutes of the send time, please let us know.

**Banner sizes:**

300 x 250 pixels

600 x 160 pixels  
  
**Accepted banner formats:**

* animated gif
* gif
* jpg
* HTML5

If you need help with converting your content to html, we can provide the service for an extra cost of $250 per message. Please contact [Becky Boes](mailto:becky.boes@pathologyinformatics.org?subject=Help%20with%20HTML%20conversion%20for%20Advertising%20Messages) or [Nova Smith](mailto:nova.smith@pathologyinformatics.org?subject=Help%20with%20HTML%20conversion%20for%20Advertising%20Messages) if you would like us to help.