

# HIMAA Advertising Info

Health Information Management Association of Australia Ltd

[www.himaa.org.au](http://www.himaa.org.au)

## The HIMAA Community Profile

*Our members and associates are represented in following sectors: -*

**Public & Private Hospitals, Federal Health, State & Territories Health Departments, Area Health Services, Community Health, Aged Care, Mental Health, Specialist Health Services, Group General Practice, Universities & Education, Policy & Research, Health Insurance, Health Administration, Commercial Sector, Consulting.**

Our members are interested in Electronic Health Records, Internet, Clinical Coding, Health Records, Archives, Privacy, Casemix, and Health Administration.

Our membership is proportionally represented across the Australian states and territories, in both city and rural communities as well some international members.

HIMAA has a wider community of exposure in the health industry, both public and private.



**Health Information Management Association of Australia Ltd**  
ABN 54-008-451-910  
Locked Bag 2045  
North Ryde NSW 1670  
Australia  
Phone: +61 2 9887 5001  
Fax: +61 2 9887 5895  
Email: [rossf@himaa.org.au](mailto:rossf@himaa.org.au)  
Web: [www.himaa.org.au](http://www.himaa.org.au)  
Inquiries: Ross Fear, EO

## CONTENTS

- 1 Benefits, HIMAA Community Profile, HIMAA Media
- 2 HIMAA Media in detail
- 3 Special Projects Sponsorship
- 4 Brand Building & Product Launch Packages
- 5 Attachments - Package Prices, Advertising Prices

## HIMAA Media Options

**Web Site - 1,201,454 hits in 2001-2002**

**Work Web** - HIM & Clinical Coder positions vacant

**HIMJ E-Journal** - Health Information Management Journal

**HIMAA E-Newsletter** - Broadcast fortnightly to members

**HIMAA E-Bulletins** - Special Alert Bulletins to members

**Mail Outs** - members or the whole health industry

**Annual Conference & Expo** - HiC2002 - HIMAA & HISA

**State Seminars & Workshops** - supporting the state branch

**Special Project Sponsorship** - publications & courses, joint branded research grants, branded article prize.

**Package Deals** (includes campaign & bulk buy discounts)

**Brand Building** -Platinum, Gold, Silver

**Product Launch** - Campaigns A, B, C.

**Custom Campaigns**

## Benefits of Advertising & Sponsorship with HIMAA

- Sponsorship will provide an excellent opportunity for your organisation to **showcase** its products and services to Health Information Managers in existing and new markets.
- Sponsorship will provide the opportunity for your organisation to demonstrate its **prominent support** and commitment to health records management in Australia.
- Sponsorship is the most **cost-effective** way to reach this niche target audience.
- Sponsorship will allow your organisation to **enhance its image** predominantly throughout Australia within the health care services industry.
- Sponsorship will **open doors** for your organisation by broadening business networks.
- Sponsorship provides a unique opportunity for your organisation to focus its public relations and marketing initiatives on a **receptive, relevant and influential audience**.
- Sponsorship would be an excellent forum for **launching a**

## HIMAA Media

### 1. Web Site - [www.himaa.org.au](http://www.himaa.org.au)

- a) **Banner adverts with hot linking to your site,**
- b) **Listing on our new Directory of Commercial Products & Services & Suppliers.**

Our web site has been independently rated by Hitwise as being in the **Top 10% of Australian web sites** across all categories.

**1,201,454** Total hits for a year

(Well past the 2 million hits since inception)

Over 96% of visitors come to us direct (Less than 4% from search engines)

Approximately 50% international audience

All regions of the world accessing our site.

### 2. Work Web Site - [www.himaa.org.au](http://www.himaa.org.au)

- a) **Positions Vacant advertising.**
- b) **Free advertisement to members only.**

The Work Web area of our web site is regularly checked and has given rise to successful recruitment actions. We highlight the new positions in our HIMAA E-Newsletter with a hot link to Work Web for easy access. The Work Web directly reaches the niche target market for positions for Health Information Managers, Clinical Coders, and Health Records staff.

### 3. E-Journal - Health Information Management Journal of Australia.

- a) **Banner Advertisement with hot link**
- b) **Banner Advertising with Info Sheet link**

A peer review professional journal. The journal has been electronic since 2001. We will be using banner advertising. The advantage of the electronic advertisement is that you can have a hot link to your own web site thus allowing for more product information to be presented. This creates an immediate interaction with your prospective customer, an advantage over print journal advertising. The journal archive is planned to be in Adobe Acrobat pdf file format, thus allowing for continued display of your

banner advertisement whenever the article page is accessed. If you don't have a web site for a link, you can choose the option of linking to a product / service profile sheet. This still provides more information than the older style display advertisements.

### 4. HIMAA E-Newsletter.

- a) **Brief advertisement with hot link**
- b) **Product Announcement with hot link**
- c) **Sponsorship Acknowledgement**

Our Electronic Newsletter has been a real success story with members. It is broadcast e-mailed to members every fortnight. It provides current news and announcements of HIMAA activities, highlights new positions vacant on the work web as well as other useful items with hot links to the source. The e-Newsletter has become the regular fortnightly tool for surfing the web for information and up dates. Ideal for new product and service announcements and promoting your company's web site.

### 5. HIMAA Alert Bulletins (e-mail)

**Sponsor Listing at end with hot link.**

**These Bulletins, will be single-issue urgent announcements to members and we will put a brief sponsorship listing with hot link at the end of the bulletin.**

### 6. Mail Outs

- a) **Member only mailing**
- b) **Health Industry Mailing**

We can mail to our niche member mailing list, or, if you wish a larger health industry campaign, we can mail to public and/or private health sectors, GP surgeries, community health, and our health industry lists are growing. You can choose either national or state campaigns. Etc.

Ideal for product launches.

### 7. State Seminars & Workshops -

- a) **Sponsorship & Trade Display**
- b) **Co-presentation potential**

## STATE BRANCH SEMINAR SPONSORSHIP.

Our State Branch activities offer the opportunity to have direct contact with our members. The State Branch committees welcome commercial sponsorship of professional development seminars and workshops. You can arrange to have your organisation represented in person, set up displays, and give away promotional material and promotional products. This can complement both brand building and product launch campaigns. The rates vary according to the nature of the activity, the estimated audience size and the level of profile you hope to achieve.

## HIMAA ANNUAL CONFERENCE

### TIME: USUALLY AUGUST

This year HIMAA has combined with HISA (Health Informatics Society of Australia) for the event of the year. The strength of the two associations will bring about a rich conference program and a larger EXPO. The audience will include Health Information Managers, Clinicians with involvement in Health Informatics, and Health Administrators, etc. All those who make decisions or influence decisions at the one conference and EXPO. An essential event for profile building. Special arrangements for HIMAA sponsors of HiC2001.

## CASUAL ADVERTISING WITH HIMAA

### YOU CHOOSE ANY OF OUR MEDIA OR SERVICES IN ANY COMBINATION.

YOU CAN CONSTRUCT YOUR OWN CAMPAIGN.

Don't feel constrained by our package deals. We accept casual advertising in all of our media forms, and for any duration. This way you can construct a campaign to fit your budget and desired exposure.

The options include Electronic Journal, Electronic Newsletter, Alert Bulletins, Direct Mail, Event Sponsorship, Special Projects Sponsorship, or even distribution of complementary promotional products (Mouse pads, coffee cups, pens and note folders, diaries, desk clocks, key rings, mini Swiss army knives, quality pens, ID clips, rulers, golf shirts, sweat shirts, shoulder bags, etc.). We can assist in arranging the production of these items if needed. We can even negotiate a joint branding of quality member commemorative gifts.

new product or service.

- Sponsorship shows support for HIMAA

## SPECIAL PROJECT SPONSORSHIP

### 1. COURSE DEVELOPMENT - DISTANCE EDUCATION

Sponsor the development of new HIMAA Distance Education Courses. You will retain recognition for this support in course materials and initial advertising, as well as a campaign of announcements of your sponsorship. It would provide a high status and profile among our members and the health industry. Planned projects available for sponsorship include the Electronic Health Records Course, Casemix Course, Introduction to Health Records and other programs. (Platinum status)

### 2. PUBLICATIONS UP DATES

Sponsor the up date of key publications and receive permanent display pages as well as acknowledgement in the front of the book and on initial advertising. Combine this with a campaign of announcements of your sponsorship. These publications are not only used by Health Information Managers but also achieve sales in the broader health industry sector. The books open for sponsorship of up dates includes Electronic Health Records: Resource Manual. (Gold)

### 3. RESEARCH GRANTS - DUAL BADGING

Sponsoring a call for research proposals from HIMAA members with your company name along side HIMAA will give instant recognition through out the profession and prestige. You would have a company representative on the research proposal evaluation and selection panel. Your name will be listed on all call for proposal advertising and all announcements associated with the program. And you will have permanent badging on the research program listed on the HIMAA web site. (Platinum Sponsor Status)

### 4. STUDENT ESSAY PRIZE- DUAL BADGING

Sponsor a prestigious annual under-graduate or post-graduate student essay prize, and be acknowledged in all advertising and when the essay is published in the journal. Instant Company profile with members and students entering the profession. (Bronze Status)

### 5. ANNUAL OVERSEAS STUDY TOUR FELLOWSHIP

Dual Badging - 'HIMAA & Your Name Fellowship'. Annual competitive application - Study tour and report.

## Co-Branded Scholarship Sponsorship

### HIMAA & YourCompanyName Annual Scholarship

#### SCHOLARSHIP SPONSORSHIP

##### Program Options:-

- Australian HIM Under-Graduate Scholarship
- Australian Post-Graduate Scholarship
- Australian HIMAA Coding Course Candidate
- Top Coding Student Prize
- Overseas Study Tour
- Overseas Coding Course Candidate
- Overseas Studying HIM in Australia

##### Benefits of Scholarship Sponsorship

You would co-brand the scholarship name therefore you would have constant brand exposure on:-

- Scholarship Information Web Page
- What's New Web site announcement
- HIMAA e-Newsletter announcement of sponsorship
- HIMAA e-Bulletin announcement of scholarship
- Health media announcement of scholarship
- All scholarship correspondence with the university
- University literature on the scholarship
- All scholarship information literature
- All scholarship application forms
- And all successful candidate announcements.

Sponsoring a HIMAA Scholarship would draw a lot of attention on the basis that it has not occurred before. It would give a very strong and clear message of support for the Health Information Management and Clinical Coding professions.

Our members, the universities or HIMAA Education Services and other colleagues would naturally become involved in promoting the scholarship, because of its clear benefit to a potentially successful candidate.

**Unique co-branded sponsorships communicate a clear acceptance within the professional community.**

#### HIMAA/ Your Brand Post-Graduate Scholarship for Health Information Management

This scholarship would be promoted through the four key Schools of Health Information Management at the University of Sydney, University of technology Queensland, La Trobe University and Curtin University for students progressing to third year.

#### HIMAA/ YourBrand Under-Graduate Scholarship for Health Information Management

This scholarship would be promoted through the four key Schools of Health Information Management at the University of Sydney, University of technology Queensland, La Trobe University and Curtin University for students undertaking Doctorial or Masters Degrees in Health Information Management.

#### HIMAA/Your Brand Introductory Coding Scholarship

This scholarship would be for those who are commencing education in clinical coding through the HIMAA Education Services.

#### HIMAA/Your Brand Top Coding Student Prize

This could awarded annually to the HIMAA Introductory Student achieving the highest results in both assignments and final examination. The prize would be a scholarship to progress to the Intermediate course.

A second scholarship could be awarded to the **Top Intermediate Student for the Year** with a scholarship to progress to the Advanced course.

#### HIMAA/ Your Brand Overseas Study Ambassador Scholarship

This would be a very high profile scholarship, on the lines of the Churchill Fellowship for an international study tour of Health Information Management overseas.

#### INTERNATIONAL CITIZENSHIP SCHOLARSHIPS OPTIONS

You can target the countries of your choice for this and we could involve the Ministries of Health or Health Records Associations in those countries.

#### HIMAA/Your Brand International Coding Student Scholarship

Supporting an international student undertaking either Introductory, Intermediate or Advanced Clinical Coder courses through HIMAA.

#### HIMAA/Your Brand Overseas Studying HIM in Australia

This scholarship would support an international student enrolling for study in Australia through an Australian University's Health Information Management course.

## BRAND BUILDING PACKAGES

### HIMAA GOLD SPONSORSHIP

*25% Advertising Discount Applies*

This package includes full banner advert in 3 editions of the e-Journal, 9 months banner advert on the HIMAA web site, 12 months listing on the Directory of Commercial products, Services & Suppliers, Listing on our Sponsorship Appreciation Web Listing, 9 listings in a year on the e-Newsletter with one being the sponsorship announcement, 5 listings in a year on HIMAA e-Bulletins, plus Corporate Membership with Certificate as well as the Gold Sponsor Plaque. Optional extras include 25% discount on Member Mail Out.

### HIMAA SILVER SPONSORSHIP

*20% Advertising Discount Applies.*

This package includes full banner advert in 2 editions of the e-Journal in a year, 6 months banner advert on the HIMAA web site, 12 months listing on the Directory of Commercial Products, Services & Suppliers, Listing on our Sponsorship Appreciation, 6 listings in a year on the e-Newsletter, 4 listings in a year on HIMAA e-Bulletins, plus Corporate Membership with Certificate as well as Silver Sponsor Plaque. Optional extra - 20% discount on mail out.

### HIMAA PLATINUM SPONSORSHIP

*30% Advertising Discount Applies*

This annual package includes full banner ad in four editions of the e-Journal, 12 months banner advert on the public area of the web site (home page positioning), 12 months listing on the Directory of Commercial Products, Services & Suppliers, Listing on our Sponsors appreciation web listing, 12 listings in a year on the e-Newsletter with one being sponsorship announcement, 6 listings in a year on HIMAA e-Bulletins, plus Corporate Membership with Certificate as well as the Platinum Sponsor Plaque. Optional extras include 30% discount on Member Mail Out.

Bonus -Feature e-Bulletin Announcement Free

*Sponsorship Plaques issued to all Platinum, Gold and Silver Sponsors and the right to list in your company material your HIMAA sponsorship ranking for the period of the sponsorship.*

**Build Brands - Launch Products with HIMAA**

## PRODUCT LAUNCH PACKAGES

### CAMPAIGN A - HIGHEST IMPACT

**15% ADVERTISING DISCOUNT APPLIES**

Campaign includes 1 full banner advert in the e-Journal, 3 months banner advert on HIMAA web site, 4 months Listing on the Directory of Commercial Products, Services & Suppliers, 3 listings on the e-Newsletter, 3 listings on the HIMAA Alert Bulletin.

Optional Extra- 15% discount on mail out.

### CAMPAIGN B - MEDIUM IMPACT

**10% ADVERTISING DISCOUNT APPLIES**

Campaign includes half-banner advert in the e-Journal, 2 months banner advert on HIMAA web site, 2 months Listing on the Directory of Commercial Products, Services & Suppliers, 2 listings on the e-Newsletter.

Optional Extra- 10% discount on mail out.

### CAMPAIGN C - IMMEDIATE IMPACT

**5% ADVERTISING DISCOUNT APPLIES**

Campaign includes half-banner advert in the e-Journal, 1 months banner advert on HIMAA web site, 1 months Listing on the Directory of Commercial Products, Services & Suppliers, 1 listings on the e-Newsletter.

Optional Extra- 5% discount on mail out.

### CUSTOM MADE CAMPAIGNS

**YOU CHOOSE A CAMPAIGN FROM THE HIMAA MEDIA OPTIONS.**

Custom Campaigns pricing is based on initial sponsorship or campaign package, and discount applies to any extensions of the packaged media. Discounts do not apply to sponsoring State Branch Professional Development Seminars or Conference Deals which are packaged separately.



**SCHEDULE OF ADVERTISING FEES AND CHARGES (as at Jan 2003/RF)**

Note: Full prices quoted, percentage discounts may apply with Sponsorship and Product Launch Campaign Packages

<b>A.</b>	<b>JOURNAL ADVERTISING</b> <i>(all prices based on preformatted Banner Advertisement supplied)</i>	
	Banner - Contents Page (Major Sponsor Only)	\$ 550
	Banner - Internal	\$ 295
	Half Banner - Internal	\$ 195
	Attached Profile Sheet for hot link	\$ 110
<b>B.</b>	<b>E-NEWSLETTER</b>	
	List advertisement (adit section or content)	\$ 295
	Announcement (subject to editorial approval)	\$ 550
<b>C.</b>	<b>WEB -SITE - HIMAA</b>	
	Banner Advertisement - Home Page	\$ 1,200 per year Or \$ 350 per 3 mnths
	Banner Advertisement - Secondary Page	\$ 600 per year Or \$200 per 3 mnths
	Information Web-Page (temporary) <i>(subject to editorial &amp; date approval)</i>	\$ 1,500 per year or \$550 per 3 mnths
	Directory of Products, Services & Suppliers	\$ 395 per year
	Calendar of Events Listing	Free
<b>D.</b>	<b>HIMAA E- BULLETIN</b>	
	List advertisement (trailer)	\$ 250 per edition
	Feature Announcement (subject to Board approval)	\$ 1,500 once only
<b>E.</b>	<b>WORK -WEB</b>	
	Position Vacancy	Free to HIMAA members
	Position Vacancy - Employer	\$ 100 per month
	Hot Job of the Week (includes e-Newsletter highlight)	\$ 495 per month Or \$ 250 member rate
<b>F.</b>	<b>MAIL OUTS</b>	
	Members separate mailing	\$ 2,950
	Health Industry Mailing	\$ 250 per 100 addresses.
<b>G.</b>	<b>E-MAIL BANNER ADS</b> on all National Office	\$ 395 for 6 months
<b>H.</b>	<b>ANNUAL CORPORATE MEMBERSHIP PLAQUE</b> Laser Cut	\$ 300 extra
<b>I.</b>	<b>ENDORSE-COMMERCIAL CONFERENCES</b>	\$ 3,000
	<i>(includes right to use logo on brochure, valid for one specific conference only, provided a 10% discount is given to members and dates don't clash with member activities)</i>	
	<i>Members speaking at the conference to have free conference pass separate to other HIMAA arrangements (any other advertising according to schedule)</i>	
<b>J.</b>	<b>RESEARCH GRANT SPONSORSHIP</b>	
	Major Research Grant (\$10,000 to researcher)	\$ 12,000
<b>K.</b>	<b>ANNUAL STUDENT SCHOLARS ESSAY PRIZE SPONSORSHIP</b>	
	Post-Graduate (\$ 1,000 to writer)	\$ 1,200
	Under-Graduate (\$ 500 to writer + student membership)	\$ 600
<b>L.</b>	<b>COURSE DEVELOPMENT SPONSORSHIP (Platinum Plus Sponsorship)</b>	
	Course development	\$ 9,950
<b>M.</b>	<b>PUBLICATIONS UP DATE SPONSORSHIP (Gold Plus Sponsorship)</b>	
	Up date existing publication & initial print run	\$ 6,500
<b>N.</b>	<b>SPONSORS PLAQUE</b>	
	Laser engraved wall plaque	\$ 300
<b>O.</b>	<b>OVERSEAS STUDY TOUR FELLOWSHIP SPONSORSHIP (Gold Plus Sponsorship)</b>	
	Competitive Application - Overseas Study Fellowship (\$9,000)	\$10,500
<b>P.</b>	<b>DEVELOPING COUNTRY ASSOCIATE MEMBERSHIP SPONSORSHIP (Bronze)</b>	
	Sponsor a group of 5 in a single targeted developing country	\$ 800
<b>Q.</b>	<b>GENERAL PLATINUM SPONSOR</b> Special package (with discounts)	\$ 9,626
<b>R.</b>	<b>GENERAL GOLD SPONSOR</b> Special package (with discounts)	\$ 5,642
<b>S.</b>	<b>GENERAL SILVER SPONSOR</b> Special package (with discounts)	\$ 2,950

\*\*\* HIMAA Heroes go for Double Platinum \*\*\* Double Gold \*\*\* Double Silver \*\*\* Double Bronze \*\*\*

**HIMAA SPONSOR & ADVERTISING PACKAGE DEALS**

	BRAND BUILDING SPONSORSHIP						PRODUCT LAUNCH CAMPAIGNS					
	PLATINUM		GOLD		SILVER		CAMPAIGN A		CAMPAIGN B		CAMPAIGN C	
<u>Advertising Discount</u>	30%		25%		20%		15%		10%		5%	
<b><u>E-Journal</u></b>												
<i>Full Banner</i>	4x Editions	2,200	3x Editions	1,650	2x Editions	1,100	1x Edition	550				
<i>Half Banner</i>	(on index)								1x Edn 1/2	195	1xEdn 1/2	195
<b><u>Web Site</u></b>												
<i>Banner</i>	12 mnths	1,200	9 mnths	900	6 mnths	600	3 mnths	350	2 mnths	200	1 mnth	100
<i>Directory</i>	12 mnths	395	12 mnths	395	12 mnths	395	12 mnths	395	12 mnths	395	12 mnths	395
<i>Acknowledge</i>	12 mnths	395	12 mnths	395	12 mnths	395						
<b><u>E-News</u></b>												
<i>Announce</i>	1	550	1	550	1	550	1	550	1	550		
<i>List/Year</i>	11	3,245	8	2,360	5	1,475	2	590	1	295	1	295
<b><u>Bulletin</u></b>												
<i>List/Year</i>	4	1,000	3	750	2	500	1	250				
<b><u>Plaque</u></b>												
<i>Sponsor</i>	Platinum	300	Gold	300	Silver	300						
<b><u>Membership</u></b>												
<i>Corporate</i>	12 mnths	415	12 mnths	415	12 mnths	415						
Commercial Value		9,700		7,715		5,730		2,685		1,635		985
<b>Discount</b>	30 %	2,910	25%	1,928.75	20%	1,146	15%	402.75	10%	163.50	5%	49.25
<b>Actual Cost</b>		<b>6,790.00</b>		<b>5,786.25</b>		<b>4,584</b>		<b>2,282.25</b>		<b>1,471.50</b>		<b>935.75</b>

Note Platinum Bonus includes -  
 Home Page positioning plus  
 National Office E-mail Banner  
 Major e-Bulletin Announcement

**SPECIAL PROJECTS SPONSOR - HIMAA MEDIA COVERAGE**

	<b>PLATINUM SPONSORSHIP</b>	<b>GOLD SPONSORSHIP</b>	<b>BRONZE SPONSORSHIP</b>			
	<b>Course Development</b>	<b>Research Grant</b>	<b>Publications Update</b>	<b>Study Fellowship</b>	<b>Student Essay Prize</b>	<b>O/S Associates</b>
<u>Sponsor Status</u>	<i>Platinum Plus</i>	<i>Platinum</i>	<i>Gold</i>	<i>Gold</i>	<i>Bronze</i>	<i>Bronze</i>
<b><u>E-Journal</u></b>						
<i>Announce</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>
<i>Banner</i>	<i>Bonus Banner</i>	<i>Bonus Banner</i>	<i>Bonus Half Banner</i>	<i>Bonus Half Banner</i>		
<b><u>Web Site</u></b>						
<i>Banner</i>	<i>Bonus Banner 12 mnths</i>	<i>Bonus Banner 12 mnths</i>	<i>Bonus Half Banner</i>	<i>Bonus Half Banner</i>		
<i>Subject Sectn</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	
<i>Sponsor List</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	
<b><u>E-News</u></b>						
<i>Announce</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>	<i>Initial Announcement</i>
<i>Updates</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	<i>Acknowledgment</i>	
<b><u>Bulletin</u></b>						
<i>Featured</i>	<i>Featured Bulletin</i>	<i>Featured Bulletin</i>	<i>Featured Bulletin</i>	<i>Featured Bulletin</i>	<i>Featured Bulletin</i>	
<b><u>Plaque</u></b>						
<i>Sponsor</i>	<i>Platinum</i>	<i>Platinum</i>	<i>Gold</i>	<i>Gold</i>	<i>Bronze</i>	<i>Bronze</i>
<b><u>Membership</u></b>						
<i>Corporate</i>	<i>12 mnths</i>	<i>12 mnths</i>	<i>12 mnths</i>	<i>12 mnths</i>		
<b><u>Press Release</u></b>						
<i>Health Media</i>	<i>Course Development</i>	<i>Research Grant</i>	<i>Revision Available</i>	<i>Announcement</i>		
	<i>Course Availability</i>	<i>Research Report</i>		<i>Report Available</i>		
<i>General Media</i>		<i>Topical Aspects</i>		<i>HIMAA &amp; Your Name</i>	<i>HIMAA &amp; Your Name</i>	
		<i>HIMAA &amp; Your Name</i>		<i>Application Guidelines</i>	<i>Application Guidelines</i>	
<b><u>Co-Badging</u></b>		<i>Application Guidelines</i>				
<b><u>Credits on</u></b>	<i>Course brochure</i>		<i>Publication brochure</i>			<i>Application Guidelines</i>
	<i>Course handbooks</i>		<i>In Publication</i>			<i>Letter of Offer</i>