



Michigan Association of Health Underwriters
124 W. Allegan, Suite 1700
Lansing, MI 48933
www.mahu.org

Dear Friend,

MAHU is *the* professional association for insurance agents and carrier representatives who specialize in the delivery of health insurance. Our focus is to improve the health care system here in our state.

We represent our clients, the insureds, and work to make health insurance more affordable and accessible for our state's residents. By educating our elected officials, we strive to avoid unnecessary legislation and the unintended consequences that often follow increased governmental involvement.

MAHU has **530 members** across the State of Michigan. Communicating with a large association includes many challenges. MAHU placed communication as a top priority. We have provided continuous web page updates, quarterly newsletters and email blasts to membership, and will continue that effort in 2011.

The MAHU webpage offers our members up to the minute news from federal, state and local sources.

Our newsletter is sent to over 500 members across the state. We receive consistent, positive, feedback from our membership.

Join our group with your advertisement and support today! MAHU has continued the 2010 discounted advertising rates (by 25%) again for 2011. With budgets still tightened, MAHU wants to again make it affordable for our loyal advertisers and supporters. The 2011 price structure is attached. Once you are an advertiser, you will receive priority status from one year to the next. Advertising opportunities are handled on a first come first served basis.

For just pennies a day you can be advertising to a select targeted group! Don't miss this opportunity - get your application in today.



2011 MAHU ADVERTISEMENT OPPORTUNITIES

PREMIER SPONSOR – limit 4

\$3,000.00

- Web Page—large top of the page logo and hyperlink
- Quarterly Newsletter- page 1 or 2 ad to include logo and information

PLATINUM SPONSOR – limit 6

\$2,775.00

- Web Page-prominent advertisement on home page with hyperlink
- Quarterly Newsletter- page 3 or 4 ad to include logo and information

GOLD SPONSOR- limit 6

\$1,300.00

- Web Page-advertisement and hyperlink within text on home page
- Quarterly Newsletter-ad to include logo and information within newsletter

SILVER SPONSOR – limit 6

\$ 950.00

- Quarterly Newsletter-ad to include logo and information within newsletter

BRONZE SPONSOR – limit 6

\$ 550.00

- Web Page-advertisement and hyperlink within text of home page

CARRIER SPONSOR – limit 20

\$ 37.50

- Web Page—listing and hyperlink under “Carrier” tab

MAHU 2011 ADVERTISING/SPONSORSHIP

Name: _____

Company: _____

Address: _____

City: _____ ST: _____ Zipcode: _____

Phone: _____ Email: _____

*NOTE: Ad specifics are attached.

PREMIER SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

CARRIER SPONSOR

Payment method:

Check or Money Order (enclosed)

Credit Card (please complete this section if paying by credit card)

| | |
|-------------------------------|---|
| Name on Account | |
| Address (complete) on Account | |
| Account Number | |
| Card Expiration Date | Month _____ Year _____ Security code: _____ |
| Type of Credit Card | AMX _____ Visa _____ Mastercard _____ |
| | \$ _____ Total to Charge to card |
| Date | |
| Signature | X |

Please return registration forms at your earliest convenience. Space is limited.

**Return these forms to: MAHU
124 W. ALLEGAN, SUITE 1700
LANSING, MI 48933**

(OR) Fax (CC payment) 517-485-4045

(OR) email: laym@ckronline.com

- Premier: Newsletter Ad (color) 6 x 3 or smaller - jpeg
 Web Page Ad (flashing banner ad - color) 429x55 GIF or JPG
 Web Page Ad (main page-color) 300x250 or smaller - jpeg
- Platinum: Newsletter Ad (color) 6 x 3 or smaller - jpeg
 Web Page Ad (main page-color) 300x250 or smaller - jpeg
- Gold: Newsletter Ad (color) 3 X 3 or smaller - jpeg
 Web Page Ad (main page-color) 200x200 or smaller - jpeg
- Silver: Newsletter Ad (color) 3 x 3 or smaller - jpeg
- Bronze: Web Page Ad (main page-color) 200x200 or smaller - jpeg