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## About Heartbeat International

Heartbeat International is the first network of pro-life pregnancy centers founded in the United States and is the largest group of centers in the world. We are a nonprofit, interdenominational Christian association of faith-based pregnancy resource centers, medical clinics, maternity homes, and nonprofit adoption agencies endorsed by Christian leaders nationwide.

### *Heartbeat's Life-Saving Vision...*

...is to help create a world where every new life is welcomed and children are nurtured within strong families, according to God's Plan, so that abortion is unthinkable.

### *Heartbeat's Life-Saving Mission...*

...is to Reach and Rescue as many lives as possible, around the world, through an effective network of care centers that Renew their communities for LIFE.

## Heartbeat Principles:

- ♦ Heartbeat affiliates propose and offer, through education and creative services, positive choices for the woman challenged by pregnancy.
- ♦ Heartbeat affiliates shall not discriminate in their services on the basis of race, creed, color, national origin, age, or marital status.
- ♦ Heartbeat affiliates' services are personal, confidential, and non-judgmental.
- ♦ Heartbeat affiliates shall not advise, provide, or refer for abortion or abortifacients.
- ♦ Heartbeat affiliates encourage chastity as a positive lifestyle choice.

## Marketing Benefits

Marketing with Heartbeat International, allows you to:

- Introduce your company to potential customers throughout North America and worldwide
- Renew relationships with current customers
- Launch new products

## Conference Attendees (for conference sponsorship)

Heartbeat strengthens, starts, and supports more than 1,100 pregnancy centers in 42 countries to provide alternatives to abortion. Represented at the conference:

- ♦ Leaders
- ♦ Medical & Health Care Professionals
- ♦ Volunteers
- ♦ Board Members
- ♦ Pro-life community

## Rate Card Options:

### Worldwide Directory Desk Reference Advertising

This Desk Reference is sent to each of our affiliates for use in their center. It is provided to all Heartbeat affiliate organizations in North America and hundreds of additional copies are commonly purchased by affiliates and non-affiliates alike for their offices. Printed annually.

Back Cover (full color)	\$ 1,250
Inside Front Cover (full color)	\$ 850
Full page WWD ad	\$ 500
Half page WWD ad	\$ 300

### HeartbeatServices.org Advertising

A website designed as a one-stop-shop for pregnancy center ministries in order to find trainings and resources pertinent to fill their ministry's needs.

#### HB Web Advertising Exclusive:

	1 Mth	Per Qtr	Per Year
Banner Ad (Top-10 pages)	\$ 400	\$ 1,000	\$ 3,000
Right Column (270x190)	\$ 250	\$ 600	\$ 1,800

#### HB Web Advertising Shared:

	1 Mth	Per Qtr	Per Year
Top Banner Ad (Homepage)	\$ 500	\$ 1,250	
Banner Ad (Top-10 pages)	\$ 200	\$ 500	\$ 1,750
Right Column (270x190)	\$ 100	\$ 250	\$ 750

### eNews Advertising

These online newsletters are periodically sent to targeted audiences to ensure that the information they receive are relative to their position within the pro-life movement. Most include an option to subscribe for those interested and not necessarily affiliated with Heartbeat.

Ad Placement	Link Mention	Rt Column	Anchor
<i>Take Heart</i> Designed for anyone who is pro-life. It currently circulates 10 times a year and is open to the broad pregnancy help community.	\$ 25.00	\$ 100 .00	\$ 250.00
<i>Pulse</i> Designed for Heartbeat Affiliates which includes pregnancy help centers and medical clinics, adoption agencies and maternity homes. It currently circulates 8-12 times a year.	\$ 25.00	\$ 100 .00	\$ 250.00
<i>Capitol Matters</i> Designed for pro-life individuals with a passion for politics and pro-life legislation. Outside regular circulation, this piece contains "Action Alerts" for immediate prayers and action as well. Sent quarterly.	\$ 25.00	\$ 100 .00	\$ 250.00
<i>On the Leaderboard</i> Designed for Affiliated Board members. This piece really focuses on the Governance of an organization – but especially for those in the pregnancy help community. Sent quarterly.	\$ 25.00	\$ 100 .00	\$ 250.00
<i>Sexual Integrity Program Communique</i> This unique eNews piece goes beyond just abstinence to delve deeper into the topic of sexual wholeness. Sent 2-3 times a year.	\$ 25.00	\$ 100 .00	\$ 250.00

\*Buy three (3) eNews ads and get the fourth placement free!



## HEARTBEAT'S ANNUAL CONFERENCE

### *Sponsorship Levels*

#### **BRONZE LEVEL SPONSOR - \$5,000**

- ◆ Showing of a 2-minute video commercial in one General Session
- ◆ Premium Exhibit Space
- ◆ One (1) Coffee Sponsorship
- ◆ Program Book Advertisement – Full Page
- ◆ Mention in Conference Brochure
- ◆ Linked logo from Heartbeat International Web site
- ◆ Two (2) Meal Tickets for all conference general session meals
- ◆ “Thank you” in post-conference publications
- ◆ 3 month Heartbeat Shared Web Ad (right column) on a top-10 Heartbeat Services web page
- ◆ Sponsors included in “Conference Drawing”
- ◆ Special “Thank you” signs throughout the conference

#### **SILVER LEVEL SPONSOR - \$10,000**

- ◆ Bronze Plus Package
- ◆ Choice of two (2) Commercial Options
  - 2- minute personal appearance in conjunction with General Session video
  - Two (2) Coffee Sponsorships
  - Front Page mention of Conference Brochure and Program Book
- ◆ Two (2) Meal Tickets and VIP seating for all conference general sessions
- ◆ Track Sponsor
- ◆ Prominent Signage in Conference Space
- ◆ Hotel Space reserved for Special Reception
- ◆ Full page ad in Worldwide Directory Desk Reference
- ◆ 1 e-Pulse and Take Heart anchor click-thru ad
- ◆ Upgrade to 3 month Heartbeat Shared Web Ad (top banner) on a top-10 Heartbeat Web page

#### **GOLD LEVEL SPONSOR - \$25,000**

- ◆ Silver *Plus* Package
  - All Commercial Options
  - Upgrade from 2 minute commercial to 5 minute commercial time (video/personal)
  - Exclusive Coffee Sponsor
- ◆ Premiere Signage throughout Conference Space
- ◆ Heartbeat Hosts Special Reception
- ◆ Full year e-Pulse and 2 Take Heart anchor click-thru ads
- ◆ Upgrade to 6 month Heartbeat Shared Web Ad (top banner) on all top-10 Heartbeat Web pages

#### **PLATINUM LEVEL SPONSOR - \$50,000**

- ◆ Gold *Plus* Package
  - 5 minute commercial at Conference Opening and Closing Banquet
- ◆ Meal Sponsor
- ◆ Upgrade to 12 month Heartbeat Exclusive Web Ad (top banner) on all top-10 Heartbeat Web page

#### **DIAMOND LEVEL SPONSOR - \$100,000**

- ◆ Exclusive Conference Sponsor (includes exclusive rights to all of the above)

