

MEDIA

SPECIFICATIONS

2020-03

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ADVERTISING SERVICE REQUIREMENTS

Advertising services	Requirements
CHIMA Connection newsletter sponsorship	Logo
Digital advertisements: big box, leaderboard	Artwork
Email blast	HTML file, or send content to media@echima.ca
Job posting	Website form to fill out
Blog article or advertorial	<ul style="list-style-type: none"> • Title (max. 6–8 words) • Author • Icon logo • Feature image • Article content
Event listing	<ul style="list-style-type: none"> • Title (max. 6–8 words) • Date & time • Description of event (max. 50 words) • Price • Organizer • Venue & address • Event website URL • Feature image
Cards: shop, resources, courses	<ul style="list-style-type: none"> • Title (max. 6–8 words) • Feature Image • URL to your product
CHIMA's program directory listing	Inquire at partnerships@echima.ca
Co-develop content with CHIMA (e.g., courses, resources, or events)	Inquire at partnerships@echima.ca

MEDIA RELEASE

Copyright

noun [mass noun]

1. the exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material.

A signed media release form is required before CHIMA can publish any media provided by a partner; this includes images, writing, audio, video, or other. Please ensure this has been signed before proceeding with submissions.

SUBMISSIONS

Media submissions can be sent to media@echima.ca. CHIMA will acknowledge receipt and will reply back only if adjustments are required.

Logos

File format

Preferred: Vector EPS file (e.g., Adobe Illustrator)

- All fonts converted to outlines
- CHIMA can re-size without compromising the shape or colour

Acceptable: Raster image file (e.g., Adobe Photoshop)

- Logo must be minimum 2" wide or 2" high (whichever is the larger proportion)
- 300 dpi resolution
- psd, tiff, png, or jpg file
- A gif file can be submitted if its use is for web only
- Raster image file will not be accepted for large-scale items such as posters, signs, banners, etc.

Colour & black logos

Ideally, three colour varieties should be included in your logo submission:

1. CMYK logo (for print)
2. RGB colour (for web)
3. 100% black (no greyscale)

Icon logo

An icon-only logo is used when text will not be legible. Examples of this are in digital advertisements or on the blog.



Logo use / brand guidelines

Please submit any logo usage guidelines along with your logo. Care will be taken whenever possible to follow applicable guidelines, including colours, clear space, use of taglines, etc.

Our process

All art files are checked by production for suitable file format. If there is any problem with the file, you will be notified as soon as possible that new art is required.

Please note that any delays in sending new files may result in the absence or sub-standard reproduction of your logo. For print applications, you may request a pdf proof of the page on which your logo appears.

Logo sizing

Logos are sized proportionately for the best fit within the design of the page on screen or in print. Legibility and maximum impact are also considered when sizing your logo. When used in a group (such as a list of sponsors), logos are sized to appear as visually equal as possible. Please note that the shape of your logo may restrict its size. Other characteristics such as color and logotype also contribute to its visual weight.

File size (for web)

For web use, the maximum width allowed for a logo is typically 130 pixels. Once formatted to the correct physical size, logos will be saved to screen resolution at a file size less than 5 kb. Any jpeg or gif images received at larger file sizes will be reformatted to meet these requirements.

Digital advertising artwork

Helpful tips

1. Avoid white space to ensure your ad stands out in the space purchased
2. Use your logo icon; full text may be illegible for readers
3. Avoid a lot of text; use a direct call to action to drive click-throughs to your website

Digital advertising artwork should be submitted as:

- JPG or GIF file format
- RGB colour mode
- 72 ppi resolution

Note: logos will not be accepted as artwork.

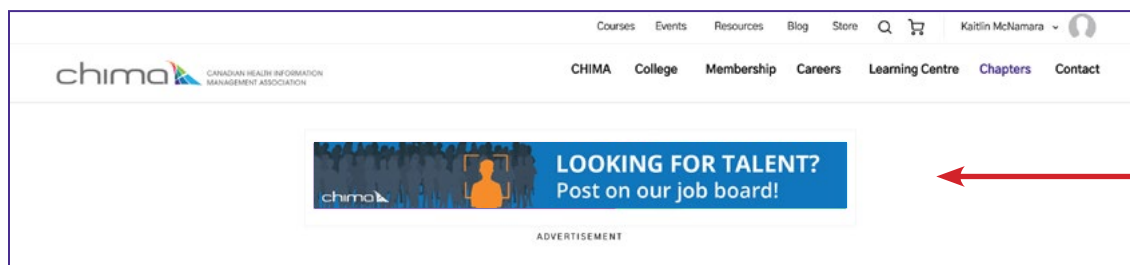
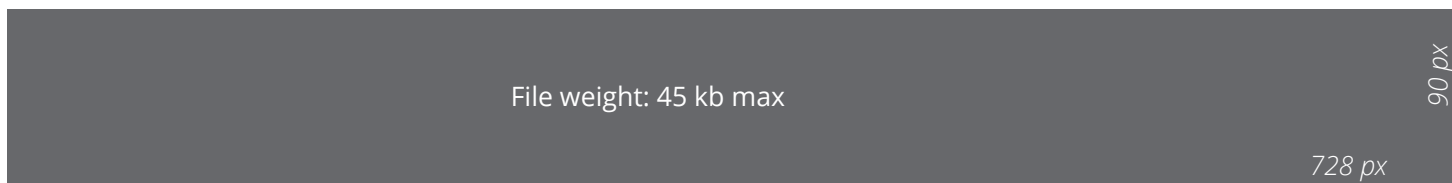
Advertising sizes are strict. Please use the dimensions below in the unit of measurement pixels (px).

Big box advertisement



This call to action typically is an instruction for viewers to act on.

Leader board advertisement



A leader board ad is placed at the top of a page—a very lucrative placement.

Images

What is an ALT tag?

1. It provides a text alternative to images for search engines
2. It allows screen readers and other assistive technologies to describe what is happening in the image (e.g., Mary Smith standing in front of a crowd giving a speech).



Cell phone image



DSLR image

Images from cellular devices will not be accepted for publication.

Digital

All digital images should be submitted using the following format:

- 1400 px width x 900 px height
- JPG file
- RGB colour mode
- 72 ppi resolution

Note: imagery may be cropped pending placement.

Print

All images used for print production should be submitted using the following format:

- JPG file
- CMYK colour mode
- 300 dpi resolution

File info

Please ensure all image information has been inputted. You can check this by opening your photo in Adobe Photoshop and selecting File > File Info. This includes:

- Title
- Description used for ALT tag (avoid company names as these will get flagged)
- Key words
- Copyright information



Blog, co-developed course banner, blog feature image



Co-developed course feature image



Course, shop, and resource cards

Hyperlinks

All advertising services allow for hyperlinks (URLs) to be included, redirecting viewers to a partner's website. If hyperlinks get broken, it is the responsibility of the partner to notify CHIMA and provide an alternative link.

Audio

Helpful tips

1. If you're recording a live session using an online platform (e.g., Microsoft Team, Zoom) call in direct from a phone. The audio will be more clear. Then mute your computer sound as to not disturb
2. An edited script can be helpful



Accepted formats:

- Podcast URL
- .mp3 file

Video

Considerations

1. Video submissions should be easily identifiable as belonging to your organization
2. Your video's privacy and social sharing settings should be set as per your organization's marketing standards



Accepted formats:

- YouTube URL
- Vimeo URL

Content

Email blasts

CHIMA is willing to send targeted email blasts to membership, depending on the nature of the content. Many organizations use their own platform (e.g., MailChimp or Zapier) to send out communications. To maintain the integrity of your design, you can submit an **HTML file** for us to send out.

If you'd like to provide content only, we can use one of the **CHIMA templates**. Here is an example template that we use for our CHIMA Connection newsletters:



Job listings

Job Title

Location (optional)
Leave this blank if the location is not important

Job type

Description

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Application email/URL

Company Details

Company name

Website (optional)

Tagline (optional)

Video (optional)

Twitter username (optional)

Logo (optional)

Choose a file

Maximum file size: 10B MB.

Are you human? I'm not a robot reCAPTCHA Privacy - Terms

Preview

If your job listing mentions either the Association or College, please use the following approved bullets:

Association

- Active professional member with the Canadian Health Information Management Association (CHIMA)

College

- Graduate of a Canadian College of Health Information Management (College) accredited **health information management*** program, and holds a **Certified Health Information Management (CHIM)**** professional designation

* This could be replaced with:

- terminology standards
- classification and coding
- clinical documentation improvement

** This could be replaced with:

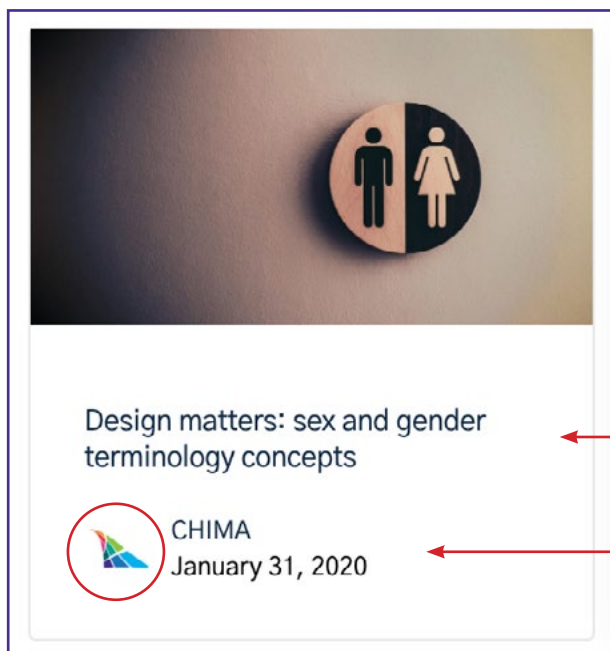
- Certified Terminology Standards Specialist (CTSS)
- Certified Classification and Coding Specialist (CCCS)
- Certified Clinical Documentation Specialist (CCDIS)

Career Opportunities

Search Jobs

Full Time Internship Part Time

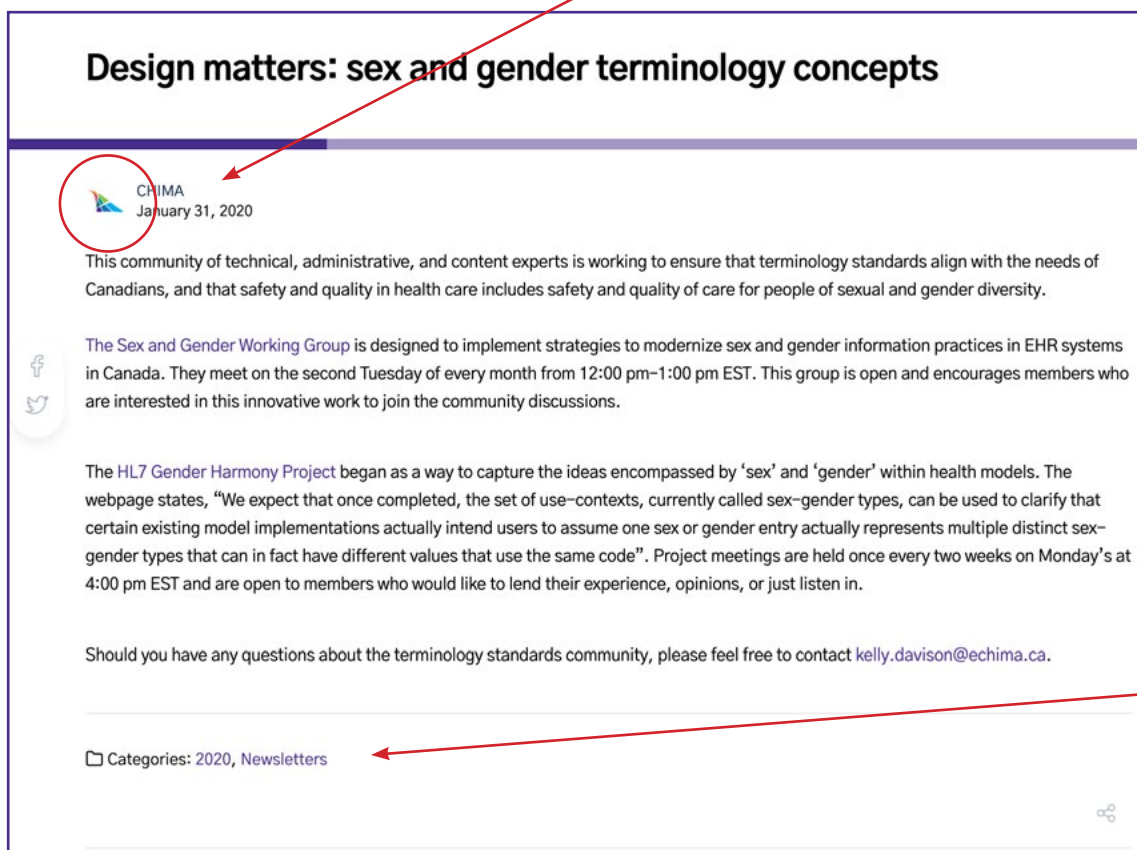
Blog articles or advertorials



The feature image helps to tell the story of what's inside the article.

Please summarize your article into a 6–8 word title as space is limited.

Your organization's name and icon logo will go here.



When a blog article is paid for, it is considered an advertorial—an advertisement giving information about a product in the style of an editorial or objective journalistic article. These will be categorized appropriately here.

Event listings

Events

2020-03-30 | Keyword | Find Events | Map

HIM 2020 CONFERENCE

5 | October 5 @ 7:30 am – 5:00 pm | **\$349 – \$824**

Health Information Management 2020 Conference

Collected + Curated: Empowering accurate and thoughtful health information. Join us in Winnipeg for two days of impactful conversations on the value of health information management. The HIM 2020 Conference, presented by the Canadian Health Information Management Association (CHIMA), will bring together an intimate group of professionals and industry leaders in health care, business, and technology. It's time to share knowledge on data quality, leadership, the electronic health record, privacy, information governance, health equity, and technology.

BUY NOW

< Previous Events

CHIMA products lead members to buy directly from echima.ca. Your products will go directly to your organization's website or ticketing platform with the URL you provide.

Cards: shop, resources, courses

<p>0041 Big Data and Data Analytics</p> <p>1 CREDIT</p> <p>\$15</p> <p>ADD TO CART</p>	<p>0042 Cloud Computing</p> <p>1 CREDIT</p> <p>\$15</p> <p>ADD TO CART</p>	<p>0043 Balanced Scorecard</p> <p>1 CREDIT</p> <p>\$15</p> <p>ADD TO CART</p>	<p>0044 Re-designing Clinical Workflow to Enable EHR Implementation</p> <p>1 CREDIT</p> <p>\$15</p> <p>LEARN MORE</p>	<p>Continuing professional education (CPE) credits are determined by the Canadian College of Health Information Management.</p> <p>←</p> <p>←</p> <p>Please summarize your article into a 6–8 word title as space is limited.</p>
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CHIMA products lead members to buy directly from echima.ca.

Your products will link directly to your website with the URL you provide.

CHIMA's program directory listings

<p>Health Information Management Program</p> <p>Centre for Distance Education</p> <p>222 George St., Suite C Sydney, Nova Scotia. B1P 1J3.</p> <p>Sandra Cotton, BA, CHIM Program Coordinator</p> <p>Phone: 1-866-446-5898 ext.505 (Admissions & Registration) Email: scotton@cd-ed.com »</p> <p>View Website »</p>	<p>Health Information Management Program</p> <p>HealthCareCAN/CHA Learning in partnership with Algonquin College</p> <p>17 York Street, Suite 100 Ottawa, Ontario. K1N 5S7.</p> <p>Jessica Schierbeck (Giesbrecht) MPA, BHA, CHIM Director, Stategic Solutions</p> <p>Tel: 613-241-8005 Ex.212 E-mail: jschierbeck@healthcarecan.ca »</p> <p>View Program »</p>	<p>Health Information Management Plus Diploma</p> <p>McMaster University Centre for Continuing Education</p> <p>1280 Main Street West Hamilton, Ontario. L8S 4L8.</p> <p>Nancy McQuigge Program Manager</p> <p>Tel: 905-525-9140 ext. 24321 E-mail: himgmt@mcmaster.ca »</p> <p>View Website »</p>
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At this time, program listings are being posted to highlight accredited programs with the Canadian College of Health Information Management. CHIMA's Program Directory can be filtered in the following ways:

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Program type</p> <p>2. Program level</p> <p>3. Certification pathway</p> <p>4. Content delivery</p> <p>5. Location</p> <p>6. Education level</p> <p>7. Education partner</p> | <p>Health information management, terminology standards, clinical documentation improvement, classification and coding</p> <p>Accredited</p> <p>CHIM, CTSS, CCDIS, CCCS</p> <p>Online, on-campus, online/on-campus, on-site facilitation
[Province or territory if on-campus is applicable]</p> <p>Certificate*, diploma, undergraduate degree
[Education institutions]</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

* *Certificate programs require the completion of two semesters (or one year) of study, as approved by the Ministry of Training, Colleges, and Universities.*

Co-developing content with CHIMA

CHIMA works with partners to co-develop courses, events, or resources. This process involves meetings, collaboration, and a mutual contract outlining roles and responsibilities. Each project will involve the following phases:

DISCOVERY

During this phase, we brainstorm and determine what is needed. What goal are we trying to achieve? There are a variety of ways to produce and share content, so it's best to involve both marketing teams for consultation.

DESIGN

Now that we know what we want, the materials can start being designed. As a fun example, let's pretend we're working with animals. Here's how we would design a course about dog training.

This stage is where we work to build a solid framework or agenda, and content that purposeful and clear.

Course	Lessons	Topics
 <p>How to train dogs</p>	Training a puppy	Bringing your puppy home
		Teaching your puppy good eating habits
		Crate training your puppy
	Handling a teenage dog	Behavioural issues in teenage dogs
		Teenage dogs and mental stimulation
		Maintaining proper social skills for teenage dogs
	Caring for a senior dog	Administering medications to senior dogs
		Hip displasia in senior dogs
		Mobility exercises for senior dogs

BUILD

The third phase involves taking the finalized content and building it. This could mean putting a course into a learning management system or designing a resource file in Adobe InDesign.

LAUNCH

Lastly, we need to launch and promote our amazing co-developed product. Who's going to press the send or publish button?

ADDITIONAL INFORMATION

Cards vs. tiles vs. toolbars

Cards

The screenshot displays a website interface for events. On the left, there's a navigation bar with 'Events' and a date filter '2020-03-30'. Below it, a search bar labeled 'Keyword' is visible. The main content area features a card for the 'HIM 2020 CONFERENCE' with a photo of a woman and text: 'OCT 5 | October 5 @ 7:30 am - 5:00 pm Health Information Management'. A description follows: 'Collected + Curated: Empowering accurate and thoughtful conversations on the value of health information Health Information Management Association (CHIM) leaders in health care, business, and technology. It health record, privacy, information governance, he'. A 'Previous Events' link is at the bottom left. On the right, a detailed card for the 'Health Information Management Program' is shown, including contact information for Sandra Cotton, BA, CHIM, Program Coordinator, and a 'View Website' button. To the right of this is a smaller card for '0044 Re-designing Clinical Workflow to Enable EHR Implementation' priced at '\$49.00' with an 'ADD TO CART' button. An inset image shows three people in a meeting.

Cards are customizable content tools (blocks) that can consist of photos, descriptions, dates, prices, logos, hyperlinks, and more. Organizations can create templates for these cards to maintain consistency.

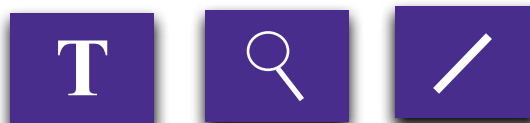
Tiles

Tiles are navigation tools, usually with a universally identifiable symbol.



Toolbars

A toolbar can be found within the interface of a program/application. They are action-oriented tools (e.g., type, zoom, add line).



Copyright

Please ensure that you have obtained copyright for your submissions so that you have the sole right to produce or reproduce work. If you are not the sole owner, proper attribution may be required (e.g., listing the photographer's name). Should you have any questions about copyright, please reference the Government of Canada website [here](#) or seek legal counsel.

In the case of photography, it's always best to take your own photos. Alternatively, royalty-free images can be found on stock photography websites. This license type grants the buyer a determined set of rights to use the image in multiple ways, for a flat, one-time fee.

File exporting

Format

Raster vs. vector

Raster graphics are composed of pixels, and are typically used for digital purposes or smaller print jobs. Vector images are composed of paths, and are great for graphic design and larger print jobs (e.g., tradeshow display or billboard).

Raster



Common formats

- BMP
- TIFF
- PNG
- JPEG
- GIF

Vector



Common formats

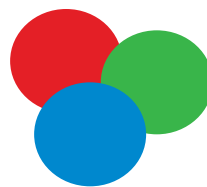
- AI
- EPS
- PDF
- SVG
- CGM

Colour mode



CMYK

CMYK colour (cyan, magenta, yellow, black) is used for printing media.



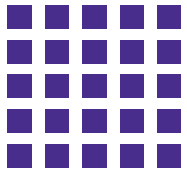
RGB

RGB colour (red, green, blue) is used when displaying colour on a monitor or screen, often smaller file sizes.

Size

The size of your document is determined when you set up a page, slides, or an artboard in the program you are working in. Units of measurement can vary (e.g., inches, centimetres, pixels, or picas).

Resolution

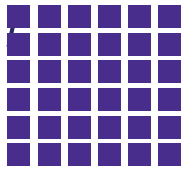


75 PPI

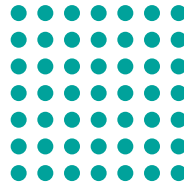
PPI

Pixels per inch (ppi) = the number of square pixels used to make up a high-resolution picture on a screen.

Lower ppi = lower resolution
Higher ppi = higher resolution



300 PPI

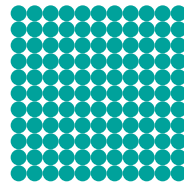


75 DPI

DPI

Dots per inch (dpi) = the number of dots of ink need to print an image.

Lower dpi = lower resolution
Higher dpi = higher resolution



300 DPI

Compression

Files may be compressed to reduce their size while preserving the original data. Compression allows us to send a file faster and takes up less space on a storage device.

CONTACT US

If you have any questions, please send us at email at media@echima.ca.



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