



# ALASKA SPEECH-LANGUAGE-HEARING ASSOCIATION

## Newsletter and Website Advertising Rates and Submission Requirements

We welcome members & non-members to post: **announcements, job openings, or advertisements for services/events/products** in our newsletter and/or on our website.

### NEWSLETTER

*The Voice* is AKSHA's quarterly newsletter. It is available online at AKSHA.org and through regular mail, if requested through the editor.

Distribution:

- Fall/December
- Winter/February
- Spring/May
- Pre-convention/September

Circulation for winter, spring and pre-convention is to approximately 140 AKSHA members. Our Fall issue goes to approximately 350 including the AKSHA membership, ASHA members, Special Education Directors, and other state and national groups.

Advertisers may also submit to our Convention Program which averages 125 participants. (package discount: free Convention advertising of the same size with an annual advertising contract).

### Article Guidelines:

Articles are posted on a first come, first served, space-available basis with editorial rights to adjust for space. Guidelines include topical interest plus the following:

1. 500 words or less with/without a graphic.
2. MS word is preferred; limited or no formatting; document must be an attachment to email (not in the email itself).
3. Graphics allowed on space-available basis; black&white in EPS, GIF, JPG or PDF and sent as an attachment.

### Ad Specifications:

An ad must be a single-image graphic in PDF or JPG format or camera-ready copy, with all elements in position. Ad must conform to the dimensions specified on the AD SIZE & RATE CHART and be submitted by AD & Copy Closing Dates. Advertisers may submit different copy for ads in a multiple-ad run if the dimensions are the same and deadlines are met. Classified ads must be typewritten or attached as an email.

### Ad Rate Policy

All advertisers having contract rates must sign an agreement. Rates may be increased on 30 days notice. Advertisers on contract are protected from rate increases for the duration of the contract.

### Ad & Copy Closing Dates:

Fall Issue - November 15                      Winter Issue - February 15  
 Spring Issue - April 15                      Pre-convention Issue -August 15  
 Convention Program - September 1

Ads are accepted on a first come, first served, space-available basis.

Transmit ad and/or article file by email to the Voice Editor, Cynthia Detrow: CDetrow@kpbsd.k12.ak.us.

### WEBSITE BANNER ADVERTISEMENT

AKSHA's website provides you with the opportunity to promote your services, sell your products, find quality employees, as well as many other things.

**Placement:** banner ads on the AKSHA website will run in a banner ad rotation. The ads are placed prominently at the top of virtually every page on the site. **Pricing:** the standard rate to run a banner ad on AKSHA.org is \$150.00 for three months of unlimited page impressions in our ad rotation. If this is your companies first time to run a banner ad, AKSHA will give you 3 months free, bringing your total banner ad run time to 6 months!

### Banner Ad Specifications

Full Banner: Pixels: 468 w x 60 d, File Size: Maximum 20k, Loops: Maximum 5, File Format: Standard .gif or .jpg image

Alternate Text: Maximum 35 characters, including spaces and punctuation, Background: Avoid transparent backgrounds, Link: Make your ad clickable by providing your web address. Website contact: Shannon Weiss, illusion@alaska.net or 907-337-3370 for details.

### Terms of Payment

Payment is required before ad will be placed. Rates are non-commissioned. To receive quantity discounts, you must pay for all ads at the time you submit the initial ad and run all ads within a one-year (12 month) time period.

Make checks payable to AKSHA and send to: Jaina Hulbert-Billings, PO Box 82253, Fairbanks, AK 99708. Upon confirmation that payment has been received by Jaina, Cynthia will post ads to the newsletter and/or website.

### AD SIZE & RATE CHART:

Price per ad per issue. \*Contract gets free ad in Convention Program

Description	Dimensions (width by height)	x1	x2	x3	x4*	Description		x1	x2	x3	x4*
Full page ad	6.5" W x 9" L	\$550	\$350	\$300	\$250	Business card ad	2.0" W x 3.5" L	\$75	\$60	\$55	\$25
1/2 page ad	6.5" W x 4.5" L	\$350	\$300	\$250	\$200	Classified ad	300 characters	\$35	\$30	\$25	\$20
1/4 page ad	3.25" W x 4.5" L	\$300	\$250	\$200	\$150		each 100 additional	\$10			