

# ALASKA SPEECH-LANGUAGE-HEARING ASSOCIATION



## Newsletter and Website Advertising Rates and Submission Requirements

We welcome members & non-members to **post announcements**, **job recruitment** or **seeking information**, or **an advertisement for services or other events/products** in our quarterly newsletter and/or on our website.

### Newsletter

AKSHA has a quarterly newsletter - *The Voice* - which is available online at [www.aksha.org](http://www.aksha.org) and through regular mail (until 2008 Convention). Our winter, summer and pre-convention issues are circulated to the more than 140 AKSHA members. Our Fall (November/December) issue goes to approximately 350 including the AKSHA membership, all ASHA members, Special Education Directors, and other state and national groups.

Advertisers may also submit to our Convention Publication which averages 125 participants. (We have a package discount that includes free Convention advertising with an annual advertising contract).

### Guidelines

#### Articles:

We welcome articles for our readers on a first come, first served, space-available basis. Guidelines include topical interest plus the following:

1. 500 words or less with/without a graphic, with an understanding of editorial rights to adjust for space.
2. MS word is preferred with limited or no formatting; document must be an attachment to email (not in the email itself).
3. Graphics allowed on space-available basis need to be B/W in EPS, GIF, JPG or PDF (best quality is 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 & Copy Closing Dates:

End of November (Fall Issue)	November 15
End of February (Winter Issue)	February 15
End of May (Summer Issue)	May 15
Second week of September (Pre-convention Issue)	September 1
<u>Convention Publication:</u>	September 15

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

#### Terms of Payment

Payment is required before ad will be placed. Rates are non-commissionable. 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.

#### 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 and Article Submission

Transmit ad and/or article file by email to the Voice Editor, Cecilia Deatherage at [thedteam@alaska.net](mailto:thedteam@alaska.net) or (907) 262-4900.

Contact the AKSHA Voice Editor with questions.

**Website information on next page.**

### 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			