

Idaho Acupuncture Association

Advertising Policies and Rates

Effective April 2009

Advertising Rates

1. Business, School, Association advertising

Newsletter:

Full page: \$250 per issue

1/2 page: \$175 per issue

1/4 page: \$100 per issue

Website:

Small box ad (175 x 175 pixels): \$50 per month

Large box ad (175 x 350 pixels): \$75 per month

Banner box ad (575 x 100 pixels): \$75 per month

2. Classified and Event advertising

Website: \$30 per listing for up to 100 words, \$10 each additional 50 words

Newsletter: \$30 per issue for up to 100 words, \$10 each additional 50 words

Text only. Limited size and content at discretion of newsletter and website editors

3. Website link listings

\$30 one time fee

Deadlines

Newsletter: June 10 for July issue and January 10 for February issue

Website: No deadline

Advertising Policies

Prepayment is required for all ads. Ads will not be placed in newsletter or website until payment has been received. We accept checks, Visa, and MasterCard.

Newsletter: Submit your business ad in .jpg or .pdf files, Classified or Event ad in .doc or .pdf format. The IAA newsletter is printed in black & white on colored paper.

Website: Please submit your box ad in .gif, .jpg, or .png format, Classified or Event ad in .doc format. If you do not have a website-ready ad, we can create your ad for a one time design fee of \$50.

Advertising Contact Information

Melissa Rockwood at RDesign: rdesign@moscow.com, phone 208-882-5472