

IAA Advertising Policies and Rates

(Effective April 2007)

Advertising Rates:

1. Non-member advertising

- a. Newsletter:
 - i. Full page: \$150/issue
 - ii. 1/2 page: \$100/issue
 - iii. 1/4 page: \$50/issue
 - iv. Discounts: 20% if ad placed in 4 consecutive newsletters
- b. Website:
 - i. Front page: \$80/month
 - ii. News and Events page: \$50/month
 - iii. Discount: 10% for multiple consecutive months

2. IAA individual member advertising:

- a. Newsletter and website: Free, but limited size at discretion of newsletter and website editors. (This category is not for businesses who may also be IAA members).

3. State and National Acupuncture Association Events:

- a. Newsletter: Free, but limited to space available
- b. Website: News and Events page \$10

4. Educational Institution and School Events:

- a. Newsletter: Half price of category 1 rates, limited to space and size limitations
- b. Website: Half price of category 1 rates

5. Educational Institution and School non-event ads:

- a. Newsletter:
 - i. Full Page: \$75/issue
 - ii. 1/2 page: \$50/issue
 - iii. 1/4 page: \$25/issue
 - iv. Discounts: 20% if ad placed in 4 consecutive newsletters
- b. Website:
 - i. Front page: \$80/month
 - ii. Discount: 10% for multiple consecutive months

Advertising Policies:

A Request for Payment will be mailed to Advertiser upon publication of ad. Advertiser agrees to make payment to IAA by due date specified on Request for Payment, which will be 10 days from date of IAA's mailing of a Request for Payment. Interest of 18% annually, or 1.5% monthly, will be charged for amounts due that have not been paid in full by the specified due date on each Request for Payment. All Requests for Payment that are over 30 days outstanding will be sent for collection.

Newsletter Advertising:

- a. The newsletter is published in January, May, August, and November on 8.5 X 11 inch paper in black and white.
- b. We accept .jpeg and .pdf files.

Website Advertising:

- a. www.idahoacupuncture.org
- b. For front page white space or News & Events, send a GIF file of 575 pixels.
- c. For front page, green space bar, send a GIF of 10 pixels

Contact Information:

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