

# Advertising Policy and Rates for AMTA-NV Chapter Newsletter: the Silver State Massage Express

Issue	Due Date	Circulation
Fall	October 1st	November 15th
Winter	January 1st	February 15th
Spring	April 1st	May 15th
Summer	July 1st	August 15th

ATTN: **Advertisers, Chapter Officers, Unit Officers, and Appointees**

**NEXT DEADLINE FOR SUBMISSION: *October 1st, 2010***

*Our circulation is more than 460. The following are Board-mandated policies regarding submission and rates:*

- *First-Come, First-Served: Paid advertising in the newsletter is limited to 25% of each issue. Therefore, advertising will be accepted on a first-come, first-served basis based on the receipt of payment date by the newsletter editor.*
- *Bulk Discount: Advertising rates shall be discounted by 10% when paid in advance for four advertisement placements within five sequential issues. If canceled prior to all four placements, the refund will reflect the standard single-issue rate less a service fee of 10% of the unused balance.*
- *Specific Page locations: Add a 20% surcharge to the rates quoted below.*
- *Electronically formatted (.DOC, .PDF, .JPG, .GIF, .TIF) will be accepted. Electronically formatted means ready for desktop publication. Electronically submitted ads should be in at least 300 dpi, no more than 600 dpi, and no more than a 5 MB file. The Newsletter Editor, representative, or AMTA-NV chapter or its Board members are not responsible for errors printed in advertisements submitted via this method and without consultation with the Newsletter Editor or representative.*
- *AMTA Member Rates: The member's AMTA ID# must be provided with payment.*

## ***ADVERTISING RATES***

Ad Size	Non-Member	AMTA Member
1/2 Page Horizontal	\$90	\$78
1/2 Page Vertical	\$90	\$78
1/4 Page Horizontal	\$72	\$60
1/4 Page Vertical	\$72	\$60
1/8 Page	\$42	\$30
Business Card	\$18	\$12

## **AD SIZES**

<b>Ad Size</b>	<b>Dimensions</b>
1/2 Page Horizontal	7 1/2" X 4 5/8"
1/2 Page Vertical	3 3/8" X 9 3/4"
1/4 Page Horizontal	7 1/2" X 2 1/2"
1/4 Page Vertical	3 3/8" X 4 5/8"
1/8 Page	3 3/8" X 2 1/2"
Business Card	3 3/8" X 2"

**Make checks/money orders payable to AMTA-NV only; please write your **invoice number** on the check/money order. Send check/money order payment to:**

***AMTA-NV Chapter  
Attn: Brad Enerson, Treasurer  
3002 Lake Barkley Rd  
Henderson NV 89052***

**Electronic Submissions of articles/advertising artwork should be sent to:**

**[Newsletter@AMTA-NV.org](mailto:Newsletter@AMTA-NV.org)**