

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

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

**NEXT DEADLINE FOR SUBMISSION:**

*Our circulation is more than 500. The following are Board-mandated policies regarding submission and rates:*

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

- *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 SIZES

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 Size	Dimensions
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: Anneli Adolfsson, Treasurer**  
**PO Box 30575**  
**Las Vegas NV 89173**

**Electronic Submissions of articles/advertising artwork can be completed online:**

**<http://amta-nv.org/chapter-news/newsletter> or can be emailed to: [Newsletter@AMTA-NV.org](mailto:Newsletter@AMTA-NV.org)**