

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

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

## SUBMISSION DEADLINES

Our circulation is more than 700. The following are Board-mandated policies regarding submission and rates:

Issue	Due Date	Circulation
Spring	March 15th	April 1st
Summer	June 15th	July 1st
Fall	September 15th	October 1st
Winter	December 15th	January 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:** To qualify for the "AMTA Member" Advertising Rate, 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

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"

- **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)
- **Method of Payment:** The AMTA-Nevada Chapter accepts checks/money orders and Paypal Invoice. Please contact the Newsletter Editor, Sarah McCallum, for your Invoice. Checks/money orders are made payable to **AMTA-Nevada** only; please write your **invoice number** on the check/money order. Send check/money order payment to:

**AMTA-NV Chapter**  
**Attn: Sarah McCallum, Newsletter Editor**  
**4017 White Rock Ct**  
**Reno NV 89508**