

# Alliance of International Aromatherapists

## Advertising Guidelines

Dear Advertiser:

We wish to thank you for choosing AIA for your advertising opportunities. As a nonprofit educational organization, AIA depends on the financial support of people like you to fund our work.

Through our e-Newsletter and Conference Proceedings the AIA achieves its goal of promoting responsible use of aromatherapy and providing education to the public using scientific-based research and traditional information.

<b>Contact Information</b>	
<b>Publications Chair e-Newsletter Editor</b> Nancy Graves <a href="mailto:nancygraves@alliance-aromatherapists.org">nancygraves@alliance-aromatherapists.org</a>	<b>Executive Director</b> Bev Day 303-531-6377 or 1-877-531-6377 <a href="mailto:bevday@alliance-aromatherapists.org">bevday@alliance-aromatherapists.org</a>
Please email all ad materials to <a href="mailto:ads@alliance-aromatherapists.org">ads@alliance-aromatherapists.org</a> .	
<b>Deadlines:</b> <b>e-Newsletter</b> – by 15 <sup>th</sup> of the month prior to month of publication <b>2009 Aromatherapy Conference Proceedings Manual</b> – September 15, 2009	

### Advertising Policies

All advertising will be reviewed by the Publications Committee to determine suitability for acceptance. AIA management reserves the right to refuse an ad or require changes in an ad for any reason. These decisions will be based upon basic advertising standards. The ads must be truthful and not misleading. Any promotional claims that appear to be exaggerated beyond reason may prompt management to request a change of an ad or to reject the ad.

### e-Newsletter Guidelines

The e-Newsletter is published on the first day of each month.

The format is classified ads of no more than 50 words, no artwork accepted. Email the ad copy in MS Word by the 15<sup>th</sup> of the month prior to month of publication.

Rates: 50 words or less:      Member: \$15 per ad      Non-Member: \$45 per ad

## 2009 Aromatherapy Conference Proceedings Manual Guidelines

All submittals must be print ready in Word or Publisher format. Graphics must be in JPEG, BMP, TIFF, or other Adobe Photoshop compatible format.

Ad specifications and rates:

<b>Ad Item</b>	<b>Print Copy Area*</b>	<b>Black &amp; White</b>	<b>Color</b>
Business Card	3 ¼ x 2	\$35	\$50
Quarter Page	3 ¼ x 4 ½	\$75	\$95
Half Page	4 ½ x 7 ½	\$130	\$155
Full Page	7 x 9	\$245	\$300
Welcome bag inserts – self-printed	8 ½ x 11	\$200	\$200

\* The print copy area is approximate to allow for binding and margins. The manual will be printed on standard letter-size paper.