



2010 Newsletter Advertising

Now is the time to reserve your advertising space!

- Finished size 8.5" X 11", 6 issues yearly, full color throughout
- Circulation 1,500+ per issue
- If you place one ad or six -you will enjoy consistent affordable rates and be billed on a per-issue basis.
- Complete the advertising insertion order completely and mail, fax, or email to SAHMA, attention: Betsy Smith - Questions or assistance call: 800-745-4088

Publication Specifications

Ads should be emailed to: betsy.smith@sahma.org

- SAHMA pantone colors are **Pantone 208C and Pantone 281C** (Ad files can be submitted in these colors, 4-color, grayscale, or black & white).
- We can now work with most any file format (i.e. eps, jpeg, pdf, tif, etc.) We will contact you directly if we experience trouble with the submitted file.
- Ads that are 300 dpi are recommended to ensure sharp display.

Submission Deadlines

Jan/Feb Issue
 Mar/Apr Issue
 May/Jun Issue
 Jul/Aug Issue
 Sep/Oct Issue
 Nov/Dec Issue

Copy & Art files

January 10, 2010
 March 10, 2010
 May 10, 2010
 July 10, 2010
 September 10, 2010
 November 10, 2010

Ad Sizes – Approximate

Full Page	8" x 10"
1/2 Page	5" x 7"
1/3 Page	4" x 6"
1/4 page	3½" x 5"
Business Card	2" x 3½"

Rates Per Issue

Member \$400	Non-Member \$500
Member \$225	Non-Member \$325
Member \$175	Non-Member \$275
Member \$125	Non-Member \$225
Member \$75	Non-Member \$175



2010 Advertising Insertion Order

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Webpage: _____

Billing Name: _____

Billing Address: _____

Select all of the issues in which you wish your ad to appear:

Jan/Feb _____	Size: _____	Rate: _____
Mar/Apr _____	Size: _____	Rate: _____
May/June _____	Size: _____	Rate: _____
Jul/Aug _____	Size: _____	Rate: _____
Sep/Oct _____	Size: _____	Rate: _____
Nov/Dec _____	Size: _____	Rate: _____

*** Naturally, we would prefer your commitment for an entire year of advertising in SAHMA Outlook. However, if this is not possible at this time we would be happy to accept your advertisement in issues later this year (as long as an insertion order and art file are received by the submission deadlines indicated).**

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. Acceptance of advertising by the SAHMA OUTLOOK does not constitute product approval.

Advertiser signature: _____

Date submitted: _____

****We will invoice separately for each issue at net 30.**