

Alliance of International Aromatherapists

Advertising Guidelines
Effective November 30, 2011

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.

Contact Information	
<p>Publications Chair Bev Day bevday@alliance-aromatherapists.org eNewsletter Editor Elaine Shaughnessy elainshaughnessy@alliance-aromatherapists.org</p>	<p>Executive Director Bev Day 303-531-6377 or 1-877-531-6377 bevday@alliance-aromatherapists.org</p>
Please email all ad materials to ads@alliance-aromatherapists.org .	
Deadlines: e-Newsletter – by 15 th of the month prior to month of publication Aromatherapy Conference Proceedings Manual – August 15, year of conference.	

Advertising

All advertising will be reviewed by the Editor and newsletter team (management) 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 the AIA basic advertising policies and standards.

Advertising Policies and Standards:

- All advertising will be reviewed by the AIA *eNewsletter* editor and team (management) to determine suitability for acceptance. AIA management reserves the right to refuse an ad or require changes in an ad for any reason.
- All advertising 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.
- Artwork for display ads will be resized to fit the advertising area in the left column of the *eNewsletter*. Best to keep artwork simple for clarity.

e-Newsletter Guidelines

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

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

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

Display Ads: The format is classified ads of no more than 50 words, artwork accepted. Email the ad copy in MS Word and the logo/photo/artwork in jpg or gif by the 15th the month prior to month of publication.

Rates: Member: \$45 per ad Non-Member: \$135 per ad
Rates for 6 months: Member: \$250 (6 ads/6 months) Non-Member: \$750 (6 ads/6months)

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:

Ad Item	Print Copy Area*	Black & White	Color
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	\$100	\$100

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