

The Milton H. Erickson Foundation Newsletter

2011 Advertising Rate Card & Insertion Form

The Milton H. Erickson Foundation, Inc.

3606 N. 24th Street, Phoenix, Arizona 85016-6500

Tel: 602-956-6196 / Fax: 602-956-0519

E-mail: newsletter@erickson-foundation.org or mhreg@aol.com

Web: www.erickson-foundation.org

SIZES / COSTS

1/8 Page	4 1/2"w X 2 5/8"h	\$250
1/4 Page	4 1/2"w X 5 1/2"h	\$395
1/2 Page Vert.	4 1/2"w X 11 1/4"h	\$595
1/2 Page Horiz.	9 1/4"w X 5 1/2"h	\$595
Full Page	9 1/4"w X 11 1/4"h	\$995

**Prices subject to change.*

CLOSING DATES

<u>Issue</u>	<u>Space Reserve / Artwork / Payment</u>
SPRING - mailed April	February 1
SUMMER/FALL - mailed August	June 1
WINTER - mailed Dec	October 1

SPECS

- ◆ Circulation: mailed to approximately 11,000 U.S.; E-mailed to 11K+; posted on Foundation Web site
- ◆ **All Ads must be PREPAID.**
- ◆ Four-column format; overall size 10-1/4" X 12-1/4"; columns are 13 picas wide (2-5/32")
- ◆ **Electronic submission of ads is preferred** (.PDF - 300 lpi). Please send to: mhreg@aol.com
- ◆ Frequency discounts are available. Advertisers will receive a 5% discount on each ad for placing three consecutive ads. The same ad will be used in three consecutive issues, unless a new ad is submitted. All three ads must be reserved and paid in advance of the first placement.
- ◆ All advertisements are subject to approval by The Milton H. Erickson Foundation, Inc.
- ◆ Please do not fax ad. Ads that are not camera-ready will be charged an additional typesetting fee.

LIST YOUR WORKSHOP IN UPCOMING TRAININGS!

Listing Requirements: To submit a listing for *Upcoming Trainings*, please send the following information ONLY:

- 1) workshop title
- 2) workshop dates
- 3) venue (including city/state/country)
- 4) list of presenters (four presenters can be listed; additional presenters will be listed as "Invited Faculty")
- 5) Complete contact information.

Trainings should be submitted on a separate sheet or emailed with the above information. There is a \$25 fee for each workshop submission per issue. Deadlines for submission are the same as advertising deadlines listed above.

**Workshop listings must be paid when submitting request. The Erickson Foundation will not invoice for Upcoming Trainings. All workshop submissions are subject to approval by the Erickson Foundation.*

**Please complete the following INSERTION FORM
and return by the above deadlines with full payment.**

INSERTION FORM

GENERAL INFORMATION (Please print ALL information below.)

Today's Date: _____

Contact Name: _____

Company Name: _____

Address: _____

City/State/Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

ISSUE

- Spring - mailed April 2011 Vol.31, No.1
- Summer - mailed August 2011 Vol.31, No.2
- Winter - mailed December 2011 Vol.31, No.3
- 5% discount - Three consecutive issues: Vol.____ #____; Vol.____ #____; Vol.____ #____

DISPLAY AD SIZE

- | | | |
|--|--------------------|-------|
| <input type="checkbox"/> 1/8 Page | 1/2"w X 2 5/8"h | \$250 |
| <input type="checkbox"/> 1/4 Page | 1/2"w X 5 1/2"h | \$395 |
| <input type="checkbox"/> 1/2 Page Vert. | 4 1/2"w X 11 1/4"h | \$595 |
| <input type="checkbox"/> 1/2 Page Horiz. | 9 1/4"w X 5 1/2"h | \$595 |
| <input type="checkbox"/> Full Page | 9 1/4"w X 11 1/4"h | \$995 |

- UPCOMING TRAININGS LISTING** - \$25 per listing/per issue

Please see listing requirements on previous page. Closing date for *Upcoming Trainings* listing is the same as advertising Closing Date.

TOTAL DUE: \$ _____

- Check enclosed (Made payable to The Milton H. Erickson Foundation, Inc.)
- VISA / MasterCard / Discover / American Express

Acct. number: _____ Exp. _____

Name as it appears on card: _____

Signature of Cardholder: _____

**► All ADS and LISTINGS must be paid in advance.
In order to receive the discounted rate, all three ads must be reserved and paid in advance.**

Complete this Insertion Form and return with FULL PAYMENT to:

The Milton H. Erickson Foundation

For Credit Card payments ONLY: Fax – 602-956-0519 OR

Email scan of the completed Insertion Form along with Ad to mhreg@aol.com

For payment by Check: 3606 N 24th Street, Phoenix, AZ 85016-6500

► REMEMBER! EMAIL AD or UPCOMING TRAINING LISTING DIRECTLY TO: mhreg@aol.com