

# THE MILTON H. ERICKSON FOUNDATION NEWSLETTER

## 2020 Advertising Rate Card & Order Form

### The Milton H. Erickson Foundation, Inc.

2632 E. Thomas Road, Suite 200, Phoenix, AZ 85016

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

E-mail: [newsletter@erickson-foundation.org](mailto:newsletter@erickson-foundation.org) or [mhreg@aol.com](mailto:mhreg@aol.com)

Web: [www.erickson-foundation.org](http://www.erickson-foundation.org)

Ad Rates Form Online: <https://www.erickson-foundation.org/newsletter/>

### SIZES / COSTS

1/8 Page	4 1/2"w X 2 5/8"h	\$300
1/4 Page	4 1/2"w X 5 1/2"h	\$500
1/2 Page Vert.	4 1/2"w X 11 1/4"h	\$750
1/2 Page Horiz.	9 1/4"w X 5 1/2"h	\$750
Full Page	9 1/4"w X 11 1/4"h	\$1200

*\*Prices subject to change.*

### CLOSING DATES

<u>Issue</u>	<u>Space Reserve / Artwork / Payment</u>
APRIL Issue (Vol 40 N1).....	February 5
AUGUST Issue (Vol 40 N2).....	June 5
DECEMBER Issue (Vol 40 N3).....	October 5

### SPECS

- ◆ Circulation: Mailed to 8,500 US; Emailed to 20K+; Posted and archived on Foundation website
- ◆ **All ads must be PREPAID**
- ◆ Four-column format; overall size 10-1/4" X 12-1/4"
- ◆ **FORMAT: PDF – 300dpi. B&W only**
- ◆ **EMAIL ADS to:** [karen@erickson-foundation.org](mailto:karen@erickson-foundation.org) or [mhreg@aol.com](mailto:mhreg@aol.com)
- ◆ Frequency discounts are available. Advertisers 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 by deadline date. 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!

Cost: \$25 each listing To submit a listing for *Upcoming Trainings*, please send the following information ONLY:

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

Trainings should be emailed with the above information. There is a \$25 fee for each workshop submission per issue. Deadlines for submission are the same as advertising closing dates above. *All workshop submissions are subject to approval by the Erickson Foundation.*

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Please complete the following Advertising Order Form and return  
by the above closing dates with full payment.

## ADVERTISING ORDER FORM

### GENERAL INFORMATION *(Please print ALL information below.)*

Today's Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### ISSUE

- April 2020 Vol.40, No.1
- August 2020 Vol.40, No.2
- December 2020 Vol.40, 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    | \$300  |
| <input type="checkbox"/> 1/4 Page        | 1/2"w X 5 1/2"h    | \$500  |
| <input type="checkbox"/> 1/2 Page Vert.  | 4 1/2"w X 11 1/4"h | \$750  |
| <input type="checkbox"/> 1/2 Page Horiz. | 9 1/4"w X 5 1/2"h  | \$750  |
| <input type="checkbox"/> Full Page       | 9 1/4"w X 11 1/4"h | \$1200 |

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

Please see listing requirements on previous page. Deadlines to submit *Upcoming Trainings* listing is the same as advertising closing dates. Workshop listings must be paid when submitting request.

**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.**  
**For frequency discount rate all three ads must be reserved and paid in advance.**

► **Complete this Order 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 completed form along with ad to: [karen@erickson-foundation.org](mailto:karen@erickson-foundation.org) (or [mhreg@aol.com](mailto:mhreg@aol.com))

For payment by Check: 2632 E. Thomas Road, Suite 200, Phoenix, AZ 85016

► **REMEMBER! EMAIL YOUR AD or UPCOMING TRAINING LISTING DIRECTLY TO:**  
[karen@erickson-foundation.org](mailto:karen@erickson-foundation.org) (or [mhreg@aol.com](mailto:mhreg@aol.com))