

THE MILTON H. ERICKSON FOUNDATION NEWSLETTER

2021 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 or mhreg@aol.com

Web: 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.*

2021 CLOSING DATES

<u>Issue</u>	<u>Space Reserve / Artwork / Payment</u>
APRIL Issue (Vol 41 N1).....	February 5
AUGUST Issue (Vol 41 N2).....	June 5
DECEMBER Issue (Vol 41 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"w X 12-1/4"h
- ◆ **FORMAT: PDF – 300dpi. B&W only**
- ◆ **EMAIL ADS to:** karen@erickson-foundation.org or 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.*

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

2021 ADVERTISING ORDER FORM

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

Today's Date: _____

Contact Name: _____

Company Name: _____

Billing Address: _____

City/State/Postal Code: _____

Telephone: _____ Fax: _____

Contact Email: _____

ISSUE

- April 2021 Vol.41, No.1
- August 2021 Vol.41, No.2
- December 2021 Vol.41, No.3
- 5% discount - Three consecutive issues: Vol. ___ # ___; Vol. ___ # ___; Vol. ___ # ___

DISPLAY AD SIZE

- 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 V 4 1/2"w X 11 1/4"h \$750
- 1/2 Page H 9 1/4"w X 5 1/2"h \$750
- 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. _____ Security Code / CVV: _____

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 (or 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 (or mhreg@aol.com)