

# THE MILTON H. ERICKSON FOUNDATION NEWSLETTER

## 2024 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-archive>

### SIZES / RATES

1/8 Page	4.5"w	X	2.63"h	\$300
1/4 Page	4.5"w	X	5.5"h	\$500
1/2 Page Vert.	4.5"w	X	11.25"h	\$750
1/2 Page Horiz.	9.25"w	X	5.5"h	\$750
Full Page	9.25"w	X	11.25"h	\$1200

*\*Prices subject to change.*

### 2024 CLOSING DATES

<u>Issue</u>	<u>Space Reserve / Artwork / Payment</u>
APRIL Issue (Vol 44 N1).....	<b>February 15</b>
AUGUST Issue (Vol 44 N2).....	<b>June 10</b>
DECEMBER Issue (Vol 44 N3).....	<b>October 10</b>

### SPECIFICATIONS

- Circulation: Mailed to 7K US; Emailed to 30K+; Posted and archived on Foundation website
- **All ads must be PREPAID**
- Four-column format; overall size 10.25"w X 12.25"h
- **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.

## 2024 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 2024 Vol.44, No.1
- August 2024 Vol.44, No.2
- December 2024 Vol.44, No.3
- 5% discount - Three consecutive issues: Vol. \_\_\_ # \_\_\_; Vol. \_\_\_ # \_\_\_; Vol. \_\_\_ # \_\_\_

### DISPLAY AD SIZE

- 1/8 Page 4.5"w X 2.63"h \$300
- 1/4 Page 4.5"w X 5.5"h \$500
- 1/2 Page V 4.5"w X 11.25"h \$750
- 1/2 Page H 9.25"w X 5.5"h \$750
- Full Page 9.25"w X 11.25"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

Scan completed form and email 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)