

How to Advertise in NEDA's newsletter

A Tip of the Hat

These are the current guidelines and specifications for placing advertisements in NEDA's newsletter. It includes important dates, email addresses, and phone numbers. NEDA will respond to ALL inquiries about advertising. If you send an email and don't get a reply within 2-3 days, please pick up the phone as it means either we didn't receive your message or you didn't get our reply.

Questions about advertising in the TIP should be directed to Jennifer Dillon at tipads@verizon.net. Please put TIP Advertising in the subject line. Jennifer can also be reached by phone at 508-641-3121.

NEDA's newsletter, "A Tip of the Hat," is an award-winning publication. It is published a minimum of 10 times during the calendar year (sometimes there are combined issues in January/February and November/December). Our subscription currently reaches almost 2,000 members!

Deadlines: The first of the month for the prior month's publication (i.e. March 1st is the deadline for April's TIP). Any advertisements submitted after the 1st will be held for the next issue. You will be sent an email confirming your ad's inclusion. If you don't have an email confirmation, don't assume we've received your ad. Please call!

Payment: When submitting your ad, please include a mailing address so NEDA can mail you an invoice. Payment is accepted by check (payable to NEDA) or credit card.

Ad Format – Display Ads: Please submit press ready PDFs with all images and fonts embedded or a Quark Xpress document, including all supporting files. Ads may also be sent as hi-res TIP, EPS, or JPG files.

Ad Format – Classified Ads: Please submit in plain text (.txt) or Microsoft Word (.doc or .docx).

How to Submit an Ad: Please send via email to tipads@neda.org (or tipads@verizon.net).

Design Assistance: If you require help with the design of your ad, Beth Robinson, the TIP's designer, may be able to assist you. Her current rate is \$50/hour, and she can be reached at macbeth_designs@yahoo.com. Please do not contact Beth with general questions about advertising – contact Jennifer Dillon (contact info listed above).

2011 DISPLAY ADS (monthly, per issue)		Member	Non-Member
Full Page	7.5" w x 10" h	\$250	\$300
Half Page	7.5" w x 5" h	\$150	\$175
Quarter Page	3.5" w x 5" h	\$100	\$125
Business Card	3.5" w x 2" h	\$50	\$ 65

2011 CLASSIFIED ADS (monthly, per issue) – \$2 for every 30 characters, \$10 minimum.

- Count as a character each letter, space, and punctuation mark.

2011 VOLUME DISCOUNTS

3 months - 10% 6 months - 15% All issues (minimum of 10) - 25%

- In order to qualify for volume discounts, ad must be paid for in a single payment.
- **Maximum discount allowed is 25%.**

For any other advertising and/or sponsorship opportunities, please contact either the specific event coordinator or Phyllis LeBlanc in Sponsorship (phyllis@harborsweets.com).