



# 2021-2022 Media Guide

# About



## Welcome to NAHA's 2021 Media Guide

**Advertise in the leading U.S. publication dedicated to Aromatherapy.**

Now in its 30th year (formally titled the *Scentsitivity Journal*) of publication, the *NAHA Aromatherapy Journal* is published four times a year and distributed through memberships, approved schools and educators. It is also available to purchase an online version for readers in the United States, Canada and abroad. Because previously published journals are available for purchase via the NAHA [online bookstore](#) and previous journals are accessible for all current and new members, your advertisement has potential long-term visibility, too.

This guide will introduce you to some great ways you can market and promote your business through advertising with NAHA.

### Who will you reach?

NAHA's membership includes Businesses, Professionals, Educators, Schools, Students and those interested in aromatherapy.

### Not sure what advertising option best suits your needs and budget?

Let our Advertising Representative assist you in developing a successful ad campaign for your school, services or products.

**Contact NAHA at:** [info@naha.org](mailto:info@naha.org).

### E-Media is Easy and Effective!

**NAHA offers several electronic formats to promote your business:**

- Aromatherapy E-Journal
- E-Blast to all email subscribers & active members
- NAHA's Marketplace online and in the NAHA Aromatherapy Journal.

### Need help designing an ad?

Our Creative Designer will work with you to develop an ad style unique to you and your business. Approximately \$75 an hour.

**Email us at:** [info@naha.org](mailto:info@naha.org) to learn more!

# NAHA's Aromatherapy E-Journal



## Full page

### Rates:

NAHA Member \$250.  
Non-Member: \$350.

**Specs:** 7.1x9.6 inches  
@ 300dpi  
(2130x2880 pixels)

## Half Page: Horizontal

### Rates:

NAHA Member: \$125.  
Non-Member: \$250.

**Specs:** 7.1x4.7 inches  
@ 300dpi  
(2130x1410 pixels)

## Quarter Page

### Rates:

NAHA Member: \$100.  
Non-Member: \$175.

**Specs:** 3.4x4.7 inches  
@ 300dpi  
(1020x1410 pixels)

## Quarter Page Horizontal

### Rates:

NAHA Member: \$100.  
Non-Member: \$175.

**Specs:** 7.1x2.25 inches  
@ 300dpi  
(2130x675 pixels)

## Business Card

### Rates:

NAHA Member: \$75.  
Non-Member: \$100.

**Specs:** 3.4x2.25 inches  
@ 300dpi  
(1020x675 pixels)

## Advertise in the leading U.S. publication dedicated to Aromatherapy!

NAHA's Aromatherapy Journal is published four times a year and distributed through memberships, approved schools and educators. It is also available to purchase an online version for readers in the United States, Canada and abroad. Because previously published journals are available for purchase via the NAHA [online bookstore](#) and previous journals are accessible for all current and new members, your advertisement has potential long-term visibility, too.

# E-Blast Campaigns



**Email Campaigns**  
**are distributed via email to members and interested non-members who have subscribed to get news from NAHA.**

**This is a great way to advertise your services, school or products!**

## Announcements and Special Offers

Reach NAHA's entire membership! Our members include schools, educators, students, professionals, businesses, authors, aromatherapy enthusiasts and the general public.

### **E-Blast Option 1:**

Advertise Events: Conference, Expo or Tradeshow  
Members: \$500.00, Non-Members \$600.00

### **E-Blast Option 2:**

Advertise your Class, Course, Workshop  
Members: \$250.00, Non-Members: \$350.00

E-Blast ads includes: Your Logo, Website link, JPEG image and description of your event or class information.

NAHA Members Level 2 and up may also list their class or event for free on the NAHA [Calendar of Events](#) page.



## Marketplace Ads



**Advertise on the NAHA Website.**  
NAHA's website has a section devoted to promoting  
our online marketplace advertisers!

**Enjoy increased visibility!**

### Annual Market Place Listing

#### Ad Pricing and Information

**NAHA Members:** \$275.00

**Non-Members:** \$400.00

Your 100-word listing includes your logo, website, email and phone number on NAHA's website and a listing in the NAHA E-Journal. Market Place Ads run for one year from date of purchase.

**As of March 2017, the  
NAHA website averages over  
56,000 visitors per month!**

## Premium Listing



**Increase your visibility using  
NAHA's Member Directory.**  
Create your Free or Premium Listings  
in the "[Find An Aromatherapist](#)" section  
on the NAHA website.

### Find An Aromatherapist Listing

Listings are for NAHA Members only. NAHA offers two listing types for members to choose from.

#### **Option 1 - Free Listing:**

FREE listings are always free and are auto-renewed as long as you remain a NAHA member. The free listing includes: your name, email and location. Friends members may only have a FREE listing.

#### **Option 2 - Premium Listing:**

Premium listings are \$25 per year, auto-renewed as long as you remain a NAHA member. Premium listings include: your name, email, website, phone, location, 50 word description, and business logo.

**Login to your member page to submit your listing today!**

NAHA Members: Login to your member page at [naha.org](http://naha.org) and create a premium listing in the "Member Directory" section on the bottom right.

# Advertising Guidelines



## Advertising Submission Dates

All ads are due one month prior to the E-journal release date.

### E-Journals

#### 2021 Schedule

- 2021.1 • April 1, 2021
- 2021.2 • July 1, 2021
- 2021.3 • October 1, 2021
- 2021.4 • December 1, 2021

#### 2022 Schedule

- 2022.1 • April 1, 2022
- 2022.2 • July 1, 2022
- 2022.3 • October 1, 2022
- 2022.4 • December 1, 2022

## Graphic Ad Dimensions

#### Full Page:

7.1x9.6 inches @ 300dpi  
(2130x2880 pixels)

#### Quarter Page Horizontal:

7.1x2.25 inches @ 300dpi  
(2130x675 pixels)

#### Half Page:

7.1x4.7 inches @ 300dpi  
(2130x1410 pixels)

#### Business Card:

3.4x2.25 inches  
@ 300dpi  
(1020x675 pixels)

#### Quarter Page:

3.4x4.7 inches @ 300dpi  
(1020x1410 pixels)

**RESERVE YOUR SPACE TODAY!**

# Payment Information:

Company/Individual: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Payment Method: \_\_\_\_\_ VISA \_\_\_\_\_ MC \_\_\_\_\_ Amex \_\_\_\_\_ Cheque/Money Order

Card Number: \_\_\_\_\_ CCV Code: \_\_\_\_\_ Exp Date: \_\_\_\_\_

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

Signature: \_\_\_\_\_

**\* Please check ad size and enter correct amount for each journal you would like to have you ad in.**

Journal Type of Ad		Summer 2021.2	Fall 2021.3	Winter 2021.4	Spring 2022.1	Summer 2022.2	Fall 2022.3	Winter 2022.4	Total Due:
	Full page								
	1/2 page								
	1/4 page								
	Business card								

Monthly E-Newsletter			Total Due:
	Monthly E-Newsletter	Annual contract	\$

Marketplace Ad		Annual Listing	Total Due:
	Annual Listing Dates	From:	To:

**NEW! Click here to order and pay for your ad on line:** <http://naha.org/bookstore/category/advertising>

Please email your ad to: [info@naha.org](mailto:info@naha.org). You may pay for your ad on line at the [link](#) above (preferred method), or remit this invoice along with payment information to: NAHA, 6000 S 5th Ave, Pocatello, ID 83204.



# Advertising Details



**Terms of Payment:** All advertising must be paid for in advance of publication. No ads will run unless payment has been received prior to publication.

**Placement:** Every effort will be made to honor your ad placement request. All ad placements are on a first come, first serve basis.

**Liability:** The National Association for Holistic Aromatherapy and the editor/publisher is not, in any event, liable for any error which occurs with your ad. NAHA will not, in any event, be liable for loss of income or profits or any consequential damages. NAHA reserves the right to reject any advertisements that are deemed unacceptable, inappropriate or unsuitable. Advertisements with dated content material are not accepted for publication in the Aromatherapy Journal.

NAHA has the right to reject any advertisement materials that contain promotion of unsafe and/or contraindicated use of essential oils and aromatherapy techniques. **Please note: No grading system for essential oils exists in the USA. We therefore cannot accept ads which state: “therapeutic grade, medical grade,” etc. It is acceptable to use the word “quality” instead of grade (e.g., “therapeutic quality”).**

**Ad Formats Accepted:** PDFs and JPGs preferred, **minimum 300dpi**. Other formats accepted include InDesign, Illustrator and Photoshop files. When sending these file types, please include all fonts and linked images. Please ensure your ad dimensions fit the measurements outlined previously.

**NAHA DOES NOT:** Sell Essential Oils or Aromatherapy products. NAHA neither endorses nor approves of any particular product, brand, product-selling business or service which pays to advertise online or in the NAHA Aromatherapy journal, newsletters or other media and publication formats.

**Ad Pricing Notice:** Ad pricing may change without notice.

# 2021 Conference



*World of Aromatherapy X*

## BEYOND AROMATICS IV

June 15-18, 2021

Livestream Event

Brought to you by **NAHA** in partnership with **IFPA**

### Save the Dates!

## 2021 Conference June 15-18th, 2021

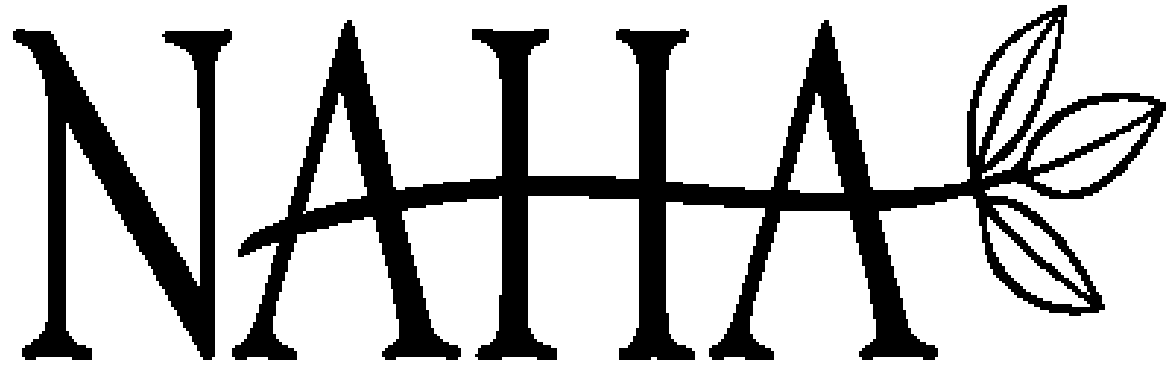
### Advertise during the NAHA 2021 Conference

Reach a large international audience of passionate aromatherapists and friends! The 2021 Conference, World of Aromatherapy X, will be held in June 2021. Sponsorship and advertising opportunities will be available at several levels of support. <https://conference.naha.org/get-involved/sponsor-information>

Please check the conference website for updates and details:

## conference.naha.org

## CONTACT



The National Association for Holistic Aromatherapy

6000 S 5th Ave  
Pocatello, ID 83204

**Phone:** 877-232-5255

**Fax:** 208-232-4911

**Email:** [info@naha.org](mailto:info@naha.org)



[naha.org](http://naha.org)  
[conference.naha.org](http://conference.naha.org)