The National Association for Holistic Aromatherapy

2015-2016 Media Guide
Welcome to NAHA’s Advertising Media Guide

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

Now in its 20th year of publication, the NAHA Aromatherapy Journal is published four times a year and distributed through memberships, approved schools and educators. It is also available through subscription to readers in the United States, Canada and abroad. Because previously published journals are available for purchase via the NAHA online bookstore in CD format, 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 services and products.

Contact NAHA at: info@naha.org
NAHA Ad Rep: Susan Cannon:
nahaadvertising@gmail.com.

E-Media is Easy and Effective!

NAHA offers several electronic formats to promote your business.

• Aromatherapy E-Journal
• NAHA’s Monthly E-Newsletter.
• NAHA’s Marketplace online and in the 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. Approx. $75. an hour.

Email us at: info@naha.org to learn more!
### NAHA’s Aromatherapy E-Journal

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

NAHA’s Aromatherapy Journal is published four times a year and is distributed through memberships, approved schools and educators. It is also available through subscription to readers in the United States, Canada and abroad. Because previously published journals are available for purchase via the NAHA online bookstore in CD format, your advertisement has potential long-term visibility, too.

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Rates:</th>
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</table>
| **Full Page**      | NAHA Member: $250.  
                    | Non-Member: $350. |
| **Half Page: Horizontal** | NAHA Member: $125.  
                          | Non-Member: $250. |
| **Quarter Page**   | NAHA Member: $100.  
                    | Non-Member: $175. |
| **Quarter Page Horizontal** | NAHA Member: $100  
                          | Non-Member: $175. |
| **Business Card**  | NAHA Member: $75   
                    | Non-Member: $100. |

**Specs:**
- **Full Page:** 7.1x9.6 inches @ 300dpi (2130x2880 pixels)
- **Half Page:** 7.1x4.7 inches @ 300dpi (2130x1410 pixels)
- **Quarter Page:** 3.4x4.7 inches @ 300dpi (1020x1410 pixels)
- **Quarter Page Horizontal:** 3.4 wide x 2.25 high @ 300 dpi (1020x675 pixels)
- **Business Card:** 3.4 x 2.25 inches @ 300 dpi (1020x675 pixels)
Monthly E-Newsletters are distributed via email to members and interested non-members requesting subscription to our complimentary E-newsletter.

This is a great way to advertise your events, classes, and school!

Announcements and Special Offers

- Reach NAHA’s entire membership - Comprised of schools, educators, students, professionals, businesses, authors, aromatherapy enthusiasts and the general public.

- **E-announcement Option 1:**
  Advertise Events: Conference, Expo or Tradeshow
  Members: $500.00, Non-Members $600.00

- **E-announcement Option 2:**
  Advertise your Class, Course, Workshop.
  Members: $250.00, Non-Members: $350.00

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

  NAHA Members may also list their class or event for free on the NAHA Calendar of Event page.
Marketplace Ads

Advertise on the NAHA Website...
With the launch of NAHA’s new website we now have a section devoted to promoting our online market place advertisers!

Enjoy increased visibility!

Annual Listing

Ad Pricing and Information

NAHA Members: $275.00
Non-Members: $400.00

• 100 word listing includes your logo, website, email and phone number on NAHA’s website and listing in the NAHA E-Journal.

NAHA 2015 website traffic had 28,871,762 hits with approximately 589,000 unique visitors a month!
Advertising Submission Dates

All ads due 1 month prior to release date.

E-Journals:

2015 Schedule
• 2015.1 • April 1, 2015
• 2015.2 • July 1, 2015
• 2015.3 • October 1, 2015
• 2015.4 • December 1, 2015

2016 Schedule
• 2016.1 • April 1, 2016
• 2016.2 • July 1, 2016
• 2016.3 • October 1, 2016
• 2016.4 • December 1, 2016

Graphic Ad Dimensions

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

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

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

Horizontal: 7.1 x 2.25 inches @ 300 dpi (2130x675 pixels)

Business Card: 3.4 x 2.25 inches @ 300 dpi (1020x675 pixels)

RESERVE YOUR SPACE TODAY!
Billing 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.

<table>
<thead>
<tr>
<th>Journal Type of Ad</th>
<th>Summer 2015.2</th>
<th>Fall 2015.3</th>
<th>Winter 2015.4</th>
<th>Spring 2016.1</th>
<th>Summer 2016.2</th>
<th>Fall 2016.3</th>
<th>Total Due:</th>
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<tr>
<th>Monthly E-Newsletter</th>
<th>Total Due:</th>
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<tr>
<td>Monthly E-Newsletter</td>
<td>Annual contract</td>
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<td>Monthly E-Newsletter</td>
<td>Monthly contract</td>
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Marketplace Ad | Annual Listing | Total Due: |
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<tr>
<td>Annual Listing Dates</td>
<td>From:</td>
<td>To:</td>
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Please remit this payment invoice along with payment to: NAHA, P.O. Box 27871, Raleigh, NC 27611-7871 or email to: info@naha.org or fax to: 919.894.0271. All ads can be emailed directly to: info@naha.org
**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.

**Ad formats:** PDFs and JPGs. Minimum 300dpi.

**Ad Formats Accepted:** InDesign, Illustrator and Photoshop files. Please include all fonts and linked images. Please ensure your ad fits 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.