

The Milton H. Erickson Foundation Newsletter

2010 Advertising Insertion Form & Rate Card

The Milton H. Erickson Foundation, Inc.

3606 N. 24th Street, Phoenix, Arizona 85016-6500

Voice: 602-956-6196, ext. 212 / Fax: 602-956-0519

E-mail: newsletter@erickson-foundation.org

Web: www.erickson-foundation.org

SIZES / COSTS

1/8 Page	4 1/2"w X 2 5/8"h	\$250
1/4 Page	4 1/2"w X 5 1/2"h	\$395
1/2 Page Vert.	4 1/2"w X 11 1/4"h	\$595
1/2 Page Horiz.	9 1/4"w X 5 1/2"h	\$595
Full Page	9 1/4"w X 11 1/4"h	\$995

**Prices subject to change.*

CLOSING DATES

<u>Issue</u>	<u>Space Reserve / Artwork / Payment</u>
SPRING - mailed April	February 1
SUMMER - mailed August	June 1
WINTER - mailed Dec	October 1

SPECS

- ◆ Circulation: mailed to approximately 11,000 U.S.; E-mailed to 11K+; posted on Foundation Web site
- ◆ **All Ads must be PREPAID.**
- ◆ Four-column format; overall size 10-1/4" X 12-1/4"; columns are 13 picas wide (2-5/32")
- ◆ **Electronic submission of ads is preferred** (.PDF - 300 lpi). Please send to: mhreg@aol.com
- ◆ Frequency discounts are available. Advertisers will 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. 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!

To submit a listing for *Upcoming Trainings*, please send the following information ONLY:

1) Workshop title; 2) Workshop dates; 3) Venue (including city/state/country); 4) List of presenters; 5) Complete contact information. Trainings should be submitted on a separate sheet, or Emailed with the above information. There is a \$25 fee for each workshop submission per issue. Deadlines for submission are the same as advertising deadlines listed above.

**Workshop listings must be paid when submitting request. The Erickson Foundation will not invoice for Upcoming Trainings. All workshop submissions are subject to approval by the Erickson Foundation.*

**Please complete the following INSERTION FORM
and return by the above deadlines with full payment.**

GENERAL INFORMATION (Please print ALL information below.)

Today's Date: _____

Contact Name: _____

Company Name: _____

Address: _____

City/State/Postal Code: _____

Telephone: _____

Fax: _____

E-mail: _____

ISSUE

- Spring - mailed April 2010 Vol.30, No.1
- Summer - mailed August 2010 Vol.30, No.2
- Winter - mailed December 2010 Vol.30, No.3
- Three consecutive issues: Vol.____ #____; Vol.____ #____; Vol.____ #____

DISPLAY AD SIZE

- 1/8 Page 1/2"w X 2 5/8"h \$250
- 1/4 Page 1/2"w X 5 1/2"h \$395
- 1/2 Page Vert. 4 1/2"w X 11 1/4"h \$595
- 1/2 Page Horiz. 9 1/4"w X 5 1/2"h \$595
- Full Page 9 1/4"w X 11 1/4"h \$995

- UPCOMING TRAININGS LISTING** - \$25 per listing/per issue

Please enclose listing on separate sheet or send via Email (If sending via Email, please also fax/mail this insertion form with payment.) Include workshop title, dates, venue, presenters, and complete contact information (for those wanting registration information or brochures). This is the only information we will print in the *Upcoming Trainings* section. **Closing date for *Upcoming Trainings* listing is the same as advertising Closing Date.**

TOTAL DUE: \$ _____

- Check enclosed (Made payable to The Milton H. Erickson Foundation, Inc.)
- VISA / MasterCard / Discover / American Express

Acct. number: _____ Exp. _____

Name as it appears on card: _____

Signature of Cardholder: _____

**► Payment must be sent with Ad and/or Upcoming Training Listing.
Invoices for payment will NOT be sent. In order to receive the discounted rate,
all three ads must be reserved and paid in advance. Thank you.**