

# 2018 LifelineLetter Advertising Contract

Paid advertising is a benefit the Oley Foundation offers corporate partners who have **donated at least \$2,500 within the past twelve months**. The *LifelineLetter* circulates to approximately **16,000** home nutrition support patients, home care providers and health care professionals in **49 countries**.

## 1. Ad Rates & Specifications

Ad Size	Actual Dimensions	B&W	4-Color
1/4 page (square)	3.66" (w) x 3.66" (h)	\$1,000	\$1,500
1/3 page (vertical)	2.375" (w) x 9.315" (h)	\$1,250	\$1,750
1/2 page (vertical)	3.66" (w) x 9.315" (h)	\$1,800	\$2,300

Advertisers should submit camera-ready, high resolution PDF files to [dahlr@amc.edu](mailto:dahlr@amc.edu). **Please call to confirm receipt.**

**Our server will no longer accept files ≥4MB or .zip files.** If you can't fit within these requirements, call (518) 262-5079 to make special arrangements.

We do not offer "bleeds" and all area within the quoted dimensions is "live."

 **If your company has donated \$5,000 or more in the past year, your company is entitled to free and/or discounted advertising.**

## 2. Advertising Agreement

Advertisers should comply with the advertising policies and guidelines on right.

## 3. Publication Deadlines

Note: Ad deadlines are tentative. Check back for updates. Contact Roslyn Dahl if you have questions or need extra time: [dahlr@amc.edu](mailto:dahlr@amc.edu) or (518) 262-5079.

<u>Issue Date:</u>	<u>Tentative Ad Deadlines:</u>
Jan/Feb 2018	February 8, 2018
Mar/Apr 2018	April 9, 2018
May/June 2018	May 14, 2018
July/Aug 2018	July 9, 2018
Sept/Oct 2018	September 7, 2018
Nov/Dec 2018	October 15, 2018

## 4. Submit Your Materials, Payment

A **\$2,500 minimum donation** must accompany the advertising fee if your company hasn't donated to the Foundation within the past 12 months.

Send materials to: [dahlr@amc.edu](mailto:dahlr@amc.edu) (**Files should be ≤4MB. Please call to confirm receipt.**)

Pay at [www.oley.org](http://www.oley.org) or send checks to:

The Oley Foundation  
Albany Medical Center, MC-28  
99 Delaware Avenue  
Delmar, NY 12054

**For more information contact Roslyn Dahl at  
(518) 262-5079 or [dahlr@amc.edu](mailto:dahlr@amc.edu).**



*Finding a reason to smile again.*

## Ad Policies

Paid advertisements are available only to corporate partners who have donated \$2,500 or more to the Oley Foundation within the past twelve months. Materials and payment must be received by the deadline. Advertising policies, procedures, rates and sizes are subject to change at any time without notice.

The Oley Foundation reserves the right to evaluate all statements and images in advertisements, and to reject any advertisement that in the sole judgment of its editorial advisors does not conform to the Oley Foundation's policies or mission. The Oley Foundation retains full editorial control over all advertisements that appear in the *LifelineLetter*. You will be notified if the Oley Foundation advisors find the copy and/or images unacceptable for publication in the *LifelineLetter*.

## Guidelines

1. Advertisements that mention or criticize a competing company or a competing company's products are unacceptable.
2. Advertisements cannot contain photographs of, or testimonials from, Oley trustees, staff, ambassadors or their family members.
3. Advertisements should not contain statements that are misleading, exaggerated, subject to misinterpretation, or contrary to accepted, scientific findings.
4. Statements of properties, performance or beneficial results of products should be such that they can be verified by adequate data published in scientific literature.
5. Support documentation verifying claims must be submitted to the editor upon request before an advertisement will be accepted for publication.
6. The Oley Foundation retains control over positioning of all advertisements in the *LifelineLetter*.
7. The Oley Foundation will not accept, or refund payment for, cancellations made after the deadline date.
8. Advertiser assumes liability for all content of advertisements.