

How to Advertise in NEDA's Printed Newsletter

A Tip of the Hat

These are the current guidelines and specifications for placing advertisements in the newsletter. We 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 Angela Prenosil at tipads@neda.org or 413-627-2699.

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 1400 members! Ads can now be in **full color** or black and white.

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 can be held for the next issue. You will be sent an email confirming your ad's inclusion. If you don't receive an email confirmation, 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 and is due within 30 days of ad coming out.

Format – Display Ads: Please submit press ready PDFs with all images and fonts embedded. Ads may also be sent as hires PDF, TIFF, EPS, or JPG files. Please use CMYK format for color ads.

Also see [Advertising Rates & Templates](#) for actual templates already set up, just plug in your info!

How to Submit an Ad: Please send via email to tipads@neda.org. **Design Assistance:** If you require help with the design of your ad, the TIP's designer, June Evers of Horse Hollow Press at jeverson@warwick.net may be able to assist you. Please do not contact the designer with general questions about advertising.

2016 DISPLAY ADS FOR PRINTED PUBLICATION (monthly, per issue)

	Member	Non-Member	
Full Page (portrait)	\$250	\$300	
Bleed Full Page Ad: -Ad size: 8.625" x 11.25" Bleed. Live area for important type and headlines = 7.5" x 10" centered within that 8.625" x 11.25". Artwork can bleed off right, left, top and bottom but important text should be centered within 7.5" x 10" area. No crop marks. Bleed is incorporated into your ad size. Printer will trim to 8.5" x 11". NO CROP MARKS.			
Non-bleed Full Page ad: 7.5" x 10". No crop marks.			
Half Page (portrait)	4.875" w x 8.5" h	\$165	\$190
Half Page (landscape)	7.5" w x 4.75" h	\$150	\$175
2/3 Page (portrait)	4.875" w x 4.75" h	\$125	\$150
2/3 Page (landscape)	7.5" w x 3" h	\$125	\$150
Quarter Page	3.5" w x 4.75" h	\$100	\$125
Business Card	3.5" w x 2" h	\$ 50	\$ 65

IMAGES: Ads and images must be CMYK and must be 300 dpi

CLASSIFIED ADS (monthly, per issue) – \$2 for every 30 characters, \$10 minimum. Count as a character each letter, space, and punctuation mark. Please submit in plain text (.txt) or Microsoft Word (.doc or .docx).

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 our sponsorship department at sponsorship@neda.org.