

Illinois Speech-Language-Hearing Association

230 E. Ohio Street, Suite 400, Chicago, IL 60611-3265
Phone: 312/644-0828 Fax: 312/644-8557 Web: www.ishail.org
Voice and TT/TDD

DATE: June, 2009
TO: ISHA Newsletter Advertising Clients
FROM: Cynthia L. Keillor, Executive Director
SUBJECT: Sustained, Strategic Advertising

You probably feel the need to do more selling but find that you don't have the time.

LET ISHA HELP YOU!

ISHA offers you an opportunity to schedule your advertising in one fell swoop using our new Newsletter Advertising Package, **while realizing savings of 15 to 17 percent!**

ISHA's 2009-10 Newsletter Advertising Package provides a very effective opportunity to sell your products/services to the membership by placing ads in the ISHA quarterly newsletter.

Option 1: PURCHASE 4, PAY FOR 3.5. Purchase ad space now for the next 4 issues of the ISHA Newsletter and pay only for three and a half;

or

Option 2: PURCHASE 2, Pay for 1.5. Purchase ad space now for the next 2 issues of the ISHA Newsletter and pay for only one and a half (either option represents a 17 percent savings).

The secret to this successful package is repetition and continuity. It's an established fact in advertising that a one-shot effort is generally not very effective. The ISHA package gives you the repetition and continuity needed to generate and sustain maximum interest in your products/services through out the year.

Attached are details of the Advertising Package including single use ad rates. If you have any questions or would like more information, please call me at 312/644-0828.



Professionals Serving People with Communication Disorders

**ILLINOIS SPEECH-LANGUAGE-HEARING ASSOCIATION NEWSLETTER
ADVERTISING ORDER - AGREEMENT FORM**

(Feel free to copy this for future use)

Instructions

1. Advertisement must be in camera-ready form. Electronic Display Ads may be submitted via email (jpeg or pdf files preferred).
2. The finished size of the newsletter is 8 1/2" x 11". All ads must conform to the dimensions listed below.
3. All ads must be received by the deadline established for that issue.
4. Ads must be paid for in advance. Make checks payable to the Illinois Speech-Language-Hearing Association. Advertising rates are non-commissionable.
5. Retain a copy of this agreement form for your records.
6. Calendar Advertising - As a service to our members, we will list at no charge, educational activities that are held in the State of Illinois. Educational activities held in neighboring Midwest states and sponsored by other State Associations or not-for-profit related professional organizations will also be listed at no charge. There is a \$25.00 charge for all other organizations.

<u>Dimensions</u>	<u>Option 1</u> <u>4 Ad Rates</u>	<u>Option 2</u> <u>2 Ad Rates</u>	<u>Single Rates</u>
_____ Back Cover-Half Page (8" horizontal x 5" vertical)	\$1000.00	\$ 500.00	\$ 300.00
_____ Full Page (8" horizontal x 10 1/2" vertical)	\$1000.00	\$ 500.00	\$ 300.00
_____ Half Page (8" horizontal x 5" vertical)	\$ 675.00	\$ 350.00	\$ 200.00
_____ Quarter Page (4" horizontal x 5" vertical)	\$ 425.00	\$ 225.00	\$ 125.00
_____ Business Card (3 1/2 " horizontal x 2" vertical)	\$ 175.00	\$ 85.00	\$ 50.00
_____ Line Advertising (classified ads) per 100 words	\$ 175.00	\$ 85.00	\$ 50.00

Deadline for Receipt of Copy:

September 1, 2009
December 1, 2009
April 1, 2010
June 1, 2010

Mailing Date:

October, 2009
January, 2010
May, 2010
Mid-July, 2010

- Please mail:
1. This completed agreement form
 2. Your advertising copy in camera-ready form
 3. **Your check made payable to ISHA to:**

Cynthia L. Keillor, ISHA, 230 E. Ohio Street, Suite 400, Chicago, IL 60611-3265
Phone: 312/644-0828 Fax: 312/644-8557

ISHA NEWSLETTER ADVERTISING ORDER

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Check No: _____ Amount: _____

Contact Person: _____ Phone: _____

Advertising copy for the following Newsletter issue(s): (Please Check Box)

October 2009

January 2010

May 2010

July 2010