



*A Not-for-Profit
Incorporated under the laws of the
State of New York*

*The Society of
Those Who Touch With
a Healing Hand*

NYSSMMT Advertising Rates

- Members are entitled to a 20% discount for a Display Ad and a 50% discount for a Classified Ad
- Display Ads will run in our quarterly newsletter. Artwork is advertiser supplied.
- Classified Ads run in our newsletter (paper and interactive online PDF) and will be posted on our website at http://nysmassage.org/NY_SocietyMedicalMassage_Classifieds. In addition, our online membership will get an email announcement when a new ad is posted.
- One-time Ad insertion will run for a minimum of 90 days. You have the option of multiple insertions per payment. See chart below. During the duration of the ad, changes to the ad will cost \$30.

DISPLAY ADS	1x	2x	3x (with 10% discount)	4x (with 20% discount)	NYSSMMT Member Reward
Graphics and text					
Full Page	250	500	675	800	Entitled to 20% discount off of the rates listed here
Half Page	175	350	472	560	
Quarter Page	125	250	337	400	
1/8th Page / Business Card	75	150	202	240	
CLASSIFIED ADS (are text only)	Telephone, email, urls count as one word each				Entitled to 50% discount off the rate listed here
Up to 25 Words	50				
26-50 Words	75				
51-75 Words	100				

CLASSIFIED AD (Text only)

- Will appear on the NYSSMMT print newsletter (see print publication delivery dates below). Full display Ad.
- Will appear on the NYSSMMT online version of the newsletter with a clickable link to your website Full display Ad.
- Will appear under the NYSSMMT website's Classified page. Your logo (if provided) and selected text & link to your website or contact info.
- Will appear in NYSSMMT's Constant Contact Newsletter notification email with your logo (if provided) and selected text & link to your website or contact info.

DISPLAY AD SPECIFICATIONS

Acceptable file formats are the following:

- JPG or .PNG file of at least 300DPI. Graphics must not have copyright restrictions.
- PDF FILE – the page size must be the same as the Display AD
(see the following pages for display ad dimensions)

ADVERTISING DEADLINES FOR PRINTED NEWSLETTER

Ad Submission Date (Approximate Publication Mailing Date)

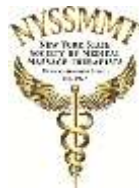
Feb. 5, (Spring Mar. 7)

May 5, (Summer - Jun. 7)

Aug. 5, (Fall - Sep. 7)

Nov. 5, (Winter Dec. 7)

**The dashed line is useable area of a FULL PAGE AD:
Height 9.5” Width 7.25**



**New York State Society of Medical Massage Therapists
Display Advertising Specifications**

All dimensions listed represent maximum useable size. If a surrounding border or special effect such as dropped shadow is used factor this into the size of your display.

SUBMISSION DEADLINES

February 5 for March/ Spring issue
May 5 for June / Summer issue
August 5 for September / Fall issue
November 5 for December / Winter issue

Please Note: The paper and online newsletter is generally scheduled to arrive within the first 7 days of each the issue month.

Editorial Policy

The New York State Society of Medical Massage Therapists reserves the right to edit and/or refuse any submitted article or advertisement and assumes no responsibility for errors, omissions or corrections. Inclusion in The New York State Society of Medical Massage Therapists' Newsletter does not constitute an endorsement or guarantee of any product, service or advertised herein, nor do they express any opinion in regard to the legality of the use of any product advertised herein in connection with the practice of massage therapy.

**To send files (text or display) via email to NYSSMMT Editor at:
editor@nysmassage.org**

QUARTER PAGE:

Height 4.75" Width 3.5"

1 / 8 PAGE (business card):

Height 2" Width 3.5"

HALF PAGE:

Height 4.75" Width 7.25"