



Guidelines for Paid Advertising

1. In accordance with *Journal* policy, listing of job openings should be considered as classified advertising.
2. Advertising may be limited to products or services of interest to practitioners in the DPG's area of practice, Nutrition Entrepreneurs.
3. Advertising cannot be restricted to only products/companies of the DPG's members.
4. If advertising for a product/service is accepted, that company's competitors must also be allowed the opportunity to advertise.
5. Advertisements may be rejected based only on content of the ad (inaccurate information, etc.), not based on personal feelings or perceptions about the company/person placing the ad.

Prices for advertising per issue:*	Prices for advertising in 4 issues:
One page insert \$1,500	One page insert. \$5,000 (save \$1,000)
Full page: (7½" x 10")..... \$1,000	Full page: \$3,500 (save \$500)
Half page: (7½" x 4¾" or 3½" x 10")...\$ 500	Half page: \$1,500 (save \$500)
Quarter page: (3½" x 4¾")..... \$ 250	Quarter page: \$ 750 (save \$250)
Eighth page: (3½" x 2½")..... \$ 200	Eighth page:\$ 600 (save \$200)

7. 25% discount for NE members: To receive the 25 percent member discount, products or services advertised must be wholly owned or copyrighted by the NE member.
8. Advertisers who wish to place an ad in at least two out of four newsletters pay full price for the first ad and receive a 30 percent discount for consecutive ads placed and paid for at the same time.
9. Copy, logos, and artwork must be in digital format. Please email the file to jessicabowhall@gmail.com.
10. Only one copy of the ad will be accepted. Once NE has received the ad, there will be a \$50 charge for any changes made to the ad.
11. Payment for ads **must** accompany the hard copy.
12. Questions concerning advertising should be directed to:
 Joanne Gibbons, NE Administrative Assistant
 9212 Delphi Road SW, Olympia, WA 98512
 Phone/Fax 800/861-9406; Email NEdpg@aol.com
13. Each advertiser will receive a copy of the newsletter(s) in which the ad(s) appears.

Deadlines for ad copy:

Issue	Theme	Deadline
Fall 2010	Pay It Forward	June 18, 2010
Winter 2011	Bartering (Don't pay a lot to get a lot)	September 13, 2010
Spring 2011	Finding Your Niche	December 20, 2010
Summer 2011	Penning a Masterpiece	March 14, 2011

