# NAHA

**National Association for Holistic Aromatherapy** 



### Welcome to the NEW NAHA Media Guide

### Advertise in the leading U.S. publication dedicated to Aromatherapy.

Now in its 14th year of publication, the NAHA Aromatherapy Journal is published four times a year and distributed through memberships, approved schools and educators. It is also available through subscription to readers in the United States, Canada and abroad. Because previously published journals are available for purchase via the NAHA online bookstore in CD format, your advertisement has potential long-term visibility, too.

This guide will introduce you to some great ways you can market and promote your business through advertising with NAHA.

### Who will you reach?

NAHA's membership includes Businesses, Professionals, Educators, Schools, Students and those interested in aromatherapy.

Not sure what advertising option best suits your needs and budget?

Let our Advertising Representative assist you in developing an effective ad campaign for your services and products.

# Need help designing an ad?

Our Creative Designer will work with you to develop an ad style unique to you and your business.

### E-Media is Easy and Effective!

NAHA offers several electronic formats to promote your business.

- Aromatherapy E-Journal
- NAHA's Monthly E-Newsletter.
- NAHA E-Announcement.
- Advertise on the NAHA Website.

### Coming soon!

Exciting new tools will offer sponsorship opportunities for NAHA online events.

NAHA Talk-Radio, Webinars and Surveys.



# E-Journal

Full page

Rate: \$200.00

Specs: 7.5"w x 10"h

Half Page: Horizontal

Rate: \$100.00

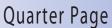
Specs: 7.5"w 4.25"h

**HP** Vertical

Rate: \$100

Specs:

3.5"w x 9"



Rate: \$75

Specs: 3.5"w x 4.25"h

Quarter Page Banner

Rate: \$75

Specs:

7.5"w x 3.25"h

**Business Card** 

Rate: \$60

Horizontal: 3.5"w x 2.5" h

Vertical: 2.5"w x 3.5"h



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# E-Newsletter

Monthly E-Newsletters will be distributed via email to members and interested non-members requesting subscription to our complimentary E-newsletter.

### Sponsor

Monthly Contract: \$ 55Annual Contract: \$550

Annual Contract rate conditional on prepayment of contract.

 Website link with Your Logo placed in the NAHA Monthly E-newsletter. Get Direct Contact with NAHA

E-newsletters and E-announcements.

NAHA's contact list is comprised of Members, Schools, Educators, Professionals, Businesses, Authors and Aromatherapy Enthusiasts.

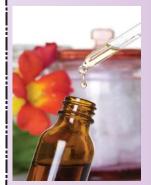
### E-Announcement & E-Coupons

E-announcement: \$100.00

E-announcement with coupon: \$150.00

Press Release with Coupon: \$200.00

### Coupon Sample:



**Title: Your Product or Service Title** 

Price: \$\$

**Special Instructions:** Use Online Order Code:

**Product Title** 

Click here to purchase.

Offer Expires: Date



# Marketplace

Your guide to aromatherapy companies, products, services and announcements...

Marketplace is included in the Aromatherapy E-Journal

### Marketplace Rates

Single Issue: \$30/per inch

Annual (4 issues): \$100/per inch

\$25/per inch • A savings of \$5/ per inch





# Online Yellow Pages

Advertise on the NAHA Website...

NAHA's online Aroma-Yellow Pages section is a value packed option. Your listing includes a live web-link to your website and email address.

Aroma-Yellow Pages advertisements are also included in the Aromatherapy Journal.

Double the exposure at one great price!

### **Annual Listing:**

NAHA Members: \$150.00 Non-Members: \$250.00

 75 word listing includes your website, email and phone number on the NAHA website and listing in the NAHA E-Journal.

NAHA 2011 website traffic had 12,631,079 hits with approximately 262,231 unique visitors a month!



# Online Moderators

# ENTER

### NAHA Members Online Group Moderators

Join us online for aromatherapy topic discussions with professionals sharing their expertise and knowledge with fellow NAHA Members.

### Meet our Moderators...

Gina Rafkind

Essential Oils and Reflexology

Rose Chard Aromatherapy Massage

Vallania Craf

Katherine Graf Aromatic Garden

Andrea Butje Essential Oil Chemistry

Susan Stype Aromatherapy Skin Care **Dr. Jane Buckle**Clinical Aromatherapy

Rhavda Cooper Emison Carrier and Infused Oils

Kelly Holland Azzaro Animal Aromatherapy

Tanya LaMothe Reiki Aromatherapy

Shellie Enteen
Astrology Aromatherapy
Clean Green with Essential Oils

**Dr. Bruce Berkowsky**Spiritual PhytoEssencing

Candice Covington Ayurveda Aromatherapy

**Ann Harman**Distillation and Hydrosols

Allison Stillman Alchemy of Anointing

**Sylla Sheppard Hanger** Essential Oil Safety

Dr. Joie Power

Psychoneuroimmunology and Aromatherapy

**Pam Conrad** 

Essential Oils with Pregnancy and Childbirth

**Shanti Dechen** 

Aromatherapy Asian Healing Arts

Lisa Browder
Aromatherapy and Hospice Care
Dr. Vivian Lunny

Hormonal Support with Essential Oils

Membership Networking Area: Post your classes, product discounts, video links, participate in discussions, post questions, share ideas and much more!

NAHA Membership Required ~ Contact NAHA for More Information

# Advertising Guidelines



### Advertising Guidelines

For a complete review of NAHA's Terms, Policies and Liabilities, please click here.

Advertising Contract, click here.

#### **Ad Insertion Formats:**

Electronic files only in the following formats:

- Press Optimized PDF with fonts as outlines.
- 300 dpi, tiff or jpeg

### Advertising Close Dates

Contract and Ad submission materials must be received in the NAHA office by:

**E-Newsletters:** 30 days prior to monthly publication.

**E-Announcements:** Due at time of submitting announcement details.

**E-Journals:** (schedule may change without notice.)

- 2012.1 January 1, 2012
- 2012.2 March 2, 2012
- 2012.3 May 1, 2012
- 2012.4 August 1, 2012

# Contact NAHA Advertising Representative:

Susan Cannon nahaadvertising@gmail.com

# Graphic Ad Dimensions

**Specifications:** 

Full Page 7.5"w x 10"h

Half Page:

Horizontal 7.5"w x 4.25"h

Vertical 3.5"w x 9"h

**Quarter Page:** 

Standard 3.5"w x 4.25"h

Banner 7"w x 3.25"h

**Business Card:** 

Vertical 2.5"w x 3.5"h

Horizontal 3.5"w x 2.5"h

Marketplace: 2.5"w x inches h

**Aroma-Yellow Pages:** Submit in Word document and include:

75 word listing

Website

Email

Phone Number

**Online Yellow Pages:** Submit with advertising contract.

Please note: NAHA reserves the right to accept or reject advertisements or content submitted that does not meet NAHA Terms, Policies and Liabilities criteria.

### Require design services?

Ad design services are available. Additional design charges of \$75/hour apply.

Contact Robyn at: robyn.harden@shaw.ca

# NAHA

Advertising Contract

PO Box 1868

Banner Elk, NC 28604

Phone: 828~898~6161 (EST)

Fax: 828~898~1965

info@naha.org

www.naha.org



# Inches: \_\_\_\_\_

Billing Information Company/Individual:							
Address:							
Phone:							
Email:			Website:				
Payment Method:VISAMCAmex				Cheque/Money Order			
Card Number:			_CCV Code	:	_Exp Date: .		
Billing Address:							
Signature:							
E-Journal:		2012 Issues:	2012.1	2012.2	2012.3	2012.4	
		Full Page: Half Page:					
		Quarter Page: Business Card:					
E-Newsletter:		Month Start Date:			onth End Date:		
		Sponsor:MonthlyAnnual E-Coupons: E-announcement E-announcement with coupon Press Release with coupon					
Marketplace:			Online '	Yellow	Page	S¦	
Start Date:	End D		Start Date:		End Date		
Single		Annual	NAH <i>A</i>	A Membe	rNoı	n-Member	

# Editorial Guidelines

Do you have a professional quality article for publication consideration in the NAHA 2012 E-Journals, E-Newsletters or E-Booklet Series?

### 2012 E-Journal Topics and Submission Close Dates

E-Newsletter: 30 days prior to monthly publication.

**E-Journals:** (scheduled to change without notice)

2012.1: Jan 1, 2012 • Aromatherapy and Elder Care.

**2012.2:** Mar 2, 2012 • Aromatherapy for Men and Women.

**2012.3:** May 1, 2012 • Professional Aromatherapy, Volume IV.

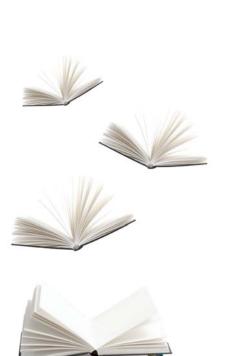
2012.4: Aug 1, 2012 • Essential Oils: Start to Finish.

### E-Booklet Series Topics

- Essential Oil Research
- Essential Oil Safety
- Endangered and Threatened Botanical Species
- Starting an Aromatherapy Business
- Marketing Business Tips
- Social Networking Tools

Contact NAHA for E-Booklet Submission Close Dates and further information by using the NAHA Online Feedback Form.





### Contact

### The National Association for Holistic Aromatherapy

PO Box 1868

Banner Elk, NC 28604

Phone: 828~898~6161 (EST)

Fax: 828~898~1965

info@naha.org

www.naha.org



Click here for NAHA Membership Application

