

# NAHA

**National Association for Holistic Aromatherapy**

## 2012 Media Planning Guide



# 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"

## Quarter Page

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

**NAHA**  
The National Association for Holistic Aromatherapy

### In This Issue:

- Journey to India
- The Sacred Art of Anointing
- Lotus: Essence of Perfection
- Sacred Scents for Life Transitions
- Archangels and Associated Aromas
- Essential Oils with Mantras and Yantras
- Tribute to Some Beloved Aromatic Plants



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

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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:** \$ 55
- **Annual 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:

A small image showing a glass bottle with a dropper, with a flower in the background.

**Title:** Your Product or Service Title

**Price:** \$\$

**Special Instructions:**

**Click here to purchase.**

**Use Online Order Code:**

Product Title

**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



# NAHA

## Marketplace

Essential Oil Products...

Reflexology...

Stone Therapy...

Spa Retreats...

E-Educational Products...

Special Events...



# 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:**

<b>NAHA Members:</b>	<b>\$150.00</b>
<b>Non-Members:</b>	<b>\$250.00</b>

- 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



## 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

**Katherine Graf**

Aromatic Garden

**Andrea Butje**

Essential Oil Chemistry

**Susan Stype**

Aromatherapy Skin Care

**Dr. Joie Power**

Psychoneuroimmunology and Aromatherapy

**Pam Conrad**

Essential Oils with Pregnancy and Childbirth

**Shanti Dechen**

Aromatherapy Asian Healing Arts

**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

**Lisa Browder**

Aromatherapy and Hospice Care

**Dr. Vivian Lunny**

Hormonal Support 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

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](mailto: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](mailto: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

### Billing Information:

Company/Individual: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Payment Method: ☐ VISA ☐ MC ☐ Amex ☐ 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:	Month End Date:
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Sponsor: ☐ Monthly ☐ Annual

E-Coupons:

☐ E-announcement

☐ E-announcement with coupon

☐ Press Release with coupon

### Marketplace:

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

☐ Single

☐ Annual

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

### Online Yellow Pages:

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

☐ NAHA Member ☐ Non-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

[Writer Guidelines:](#) click here

***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](mailto:info@naha.org)

[www.naha.org](http://www.naha.org)

Join NAHA

[Click here](#) for NAHA Membership Application

