

NAHA

National Association for Holistic Aromatherapy

2011 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 x 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

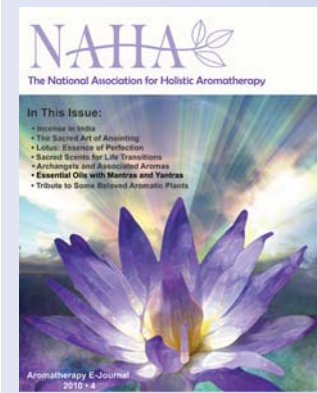
Rate: \$75

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



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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:



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



Marketplace

 <p>Essential Oil Products...</p>	 <p>Reflexology...</p>	 <p>Stone Therapy...</p>
 <p>Special Events...</p>	 <p>Spa Retreats...</p>	 <p>E-Educational Products...</p>



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

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

NAHA 2010 website traffic had
11,452,848 hits with approximately
20,502 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

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.

- 2011.1 • February 15, 2011
- 2011.2 • May 1, 2011
- 2011.3 • June 30, 2011
- 2011.4 • August 1, 2011

Contact NAHA

Advertising Representative:

Susan Cobb

susancobb.naha@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:

- 100 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

Editorial Guidelines

Do you have a professional quality article for publication consideration in the NAHA 2011 E-Journals, E-Newsletters or E-Booklet Series ?

2011 E-Journal Topics and Submission Close Dates

E-Newsletter: 30 days prior to monthly publication.

E-Journals: (scheduled to change without notice)

2011.1: Feb 1, 2011 • Aromatherapy for Natural Skin Care at home and in the Spa.

2011.2: Apr 1, 2011 • The Mother's Issue: Aromatherapy for pregnancy, childbirth, infant and child care.

2011.3: Jun 1, 2011 • Professional Applications in Aromatherapy, Volume III.

2011.4: Aug 1, 2011 • Essential Oils as a CAM Modality.

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.



