

The Communicator is the official journal of the New York State Speech-Language-Hearing Association (NYSSLHA).

For more than 60 years, NYSSLHA has represented the professions of speech-language pathology and audiology, and the clients served by these member professionals. NYSSLHA has empowered members to provide the highest level of care and service to those with hearing, communications and related disorders.

The Communicator journal represents the key communications tool that reaches NYSSLHA members with the latest in news, clinical articles, research and regulations. As a valued benefit of membership, audiologists and speech-language pathologists depend on *The Communicator* to help them continue to provide best practices and best care.

CIRCULATION – *The Communicator* reaches more than 800 members of NYSSLHA four times per year.

WHO SHOULD ADVERTISE?

If you have a product or service that is used by speech-language pathologists or audiologists, or if you are trying to recruit a professional in one of these fields, then *The Communicator* is perfect for your marketing needs.



MEDIA KIT

THE COMMUNICATOR

Official Journal of the New York State Speech-Language-Hearing Association (NYSSLHA)

SPECIFICATIONS

Circulation:
800

Frequency:
Four times a year

Page Count: 10-12 pages

Distribution

The Communicator is sent to all members of the New York State Speech-Language Hearing Association twice per year (January and July). All newsletters are archived on the NYSSLHA site for member access.

The Communicator is available online four times per year.

ADVERTISING TERMS

NYSSLHA is not responsible for any errors in electronic files supplied by client. Similarly, NYSSLHA accepts no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed or published. Ads not received on deadline may not be run. If not published, advertisers will be charged 50 percent space holding fee.

PAYMENT TERMS

All ads must be prepaid. Checks, money orders, Visa, MasterCard, Discover and American Express are accepted. Agency commissions are not given. Space cannot be cancelled after the reservation deadline.

ARTWORK REQUIREMENTS

We request that display ads be submitted as PDF files. Files must be press optimized with fonts embedded. The file dimensions must be the same size as the ads you are submitting and must be 300 dpi.

Articles or professional directory ads may be sent via email or included on your reservation form.

Design services are available.

SUBMISSION OF DISPLAY ADS

You may submit your ad via email to info@nysslha.org.

MATERIALS, PAYMENTS AND INQUIRIES

Please remit to:

NYSSLHA Office

1971 Western Avenue, #1167

Albany, NY 12203

Phone: 800-697-7542 | Fax: 412-366-8804 | Email: info@nysslha.org



REACHING THE MARKET

Three Ways to Reach Your Target

1. SUBMIT AN ARTICLE

If you are interested in writing an article for *The Communicator*, contact the NYSSLHA Office at info@nysslha.org.

2. DISPLAY ADS

Display ads are the most effective way to communicate with your target customers and are suitable for anyone who wants to get the most attention from our readers. Meetings, products, services and employment opportunities, may all be appropriate for display advertising.

DISPLAY AD SIZES AND PRICING

Business Card	3.75" wide x 2.5" high	\$ 75
1/4 page	3.75" wide x 5" high	\$100
1/2 page	7.75" wide x 5" high	\$150
Full page	7.75" wide x 10" high	\$250

DATES AND DEADLINES

ISSUE	ARTWORK DUE	RECEIVED
January	November 25	January 25
April	March 1	April 5
July	May 5	July 5
October	September 1	October 5

3. PROFESSIONAL DIRECTORY

The Professional Directory is reserved for licensed speech-language pathologists and audiologists promoting their practices and services.

Ads may be a maximum of six lines, 42 characters each (including spaces and punctuation). Advertisers MUST include their Professional License Number.

The same ad will appear in four editions of *The Communicator* beginning with the April edition and ending with the January edition.

The cost for the ad is \$50 members. Ads must be prepaid. NYSSLHA accepts check, Visa, MasterCard, Discover and American Express.

While new advertisers can join through the year, pro-rated amounts are not available.

Sample newsletters are available by request.

THE COMMUNICATOR ADVERTISING RESERVATION

MATERIALS AND PAYMENTS

Please submit advertiser reservation forms, artwork, materials and payments to:

NYSSLHA Office
1971 Western Avenue, #1167
Albany, NY 12203
Phone: 800-697-7542
Fax: 412-366-8804
Email: info@nysslha.org

CLASSIFIED ADVERTISING

Please print, type or email to info@nysslha.org your classified advertising copy below. Insertions are limited to 40 words or less.

Copy: _____

PROFESSIONAL DIRECTORY

Maximum of six lines, 42 characters each (including spaces and punctuation). Professional License Numbers must be included.

Copy: _____

Advertising Contact: _____

Company Name: _____

Address: _____

City/State: _____

ZIP Code _____

Phone: _____

Email: _____

DISPLAY ADVERTISING

- 1/8 page \$75
- 1/4 page \$100
- 1/2 page \$150
- Full page \$250

ISSUE(S)

- January 25
- April 5
- July 5
- October 5

PROFESSIONAL DIRECTORY

- \$50 – You must be a current NYSSLHA member to participate in the Professional Directory (the same ad will appear in all four issues beginning with the April issue and ending with the January issue (six lines, 42 characters – must include Professional License Number)
- Copy included

PAYMENT METHOD

Total Enclosed _____

Check (made payable to NJSHA)

Visa MasterCard

Discover American Express

Account Number _____

Expiration Date _____

Signature _____