

# Highlighter

## NEWSLETTER ADVERTISING

Show support for the NEAUA by advertising in its newsletter. This is a great opportunity with wide exposure to the Section membership. Newsletters are electronic and posted online in March, June, September and December. Statistics show that the NE AUA newsletters receive 1,856 page views per month on average.

### Rates: (per issue)

Top Banner (Lead Banner)	\$1,200
½ Page (Tower ad)	\$ 780
⅓ Page (Bottom Banner)	\$ 600
¼ Page (Half Banner Bottom)	\$ 540

### General Requirements

1. All artwork must be in jpeg, png, or gif. Format. File sizes should exceed 40 kb.
2. Color graphics & images saved as RGB.
3. Artwork must be in PC format.

### Mechanical Specifications

Ad Type	Description	Dimensions in Pixels
Lead Banner	Sits on top of page under header graphic	580 x 90
Tower	Sits in right column	145 x 300
Bottom Banner	Sits at bottom of page just above footer	580 x 90
Half Banner Bottom	Sits at bottom of page just above footer	290 x 90

If you are interested in advertising, please refer to the following insertion order form in this prospectus.

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## ADVERTISING INSERTION ORDER FORM

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/ Zip/Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Deadline for submission:  
March 1 | June 1 | September 1 | December 1

**Rates:**


- Top Banner (Lead Banner) \$1,200
- ½ Page (Tower ad) \$ 780
- ⅓ Page (Bottom Banner) \$ 600
- ¼ Page (Half Banner Bottom) \$ 540

I understand this agreement is final and there will be no refunds.

\_\_\_\_\_  
**Signed**

**PAYMENT METHOD:**

- WIRE TRANSFER – Please call our offices at +978.927.8330 for wiring information
- Check amount enclosed: \$ \_\_\_\_\_

CREDIT CARD      

Amount to be charged: \$ \_\_\_\_\_

\_\_\_\_\_  
Name as it appears on credit card Cardholder's Signature

- Please check if credit card billing address is same as contact information at the top of the form.
- Billing address if different than above: \_\_\_\_\_

Once this application is received you will be sent a confirmation along with an online payment link.

**Complete and return to:** Yvonne Grunebaum, Director of Industry Relations | NE AUA 500 Cummings Center, Suite 4400  
Beverly, MA 01915 USA | Phone: 978-927-8330 or [industry@neaua.org](mailto:industry@neaua.org)