



# VOICES

of the New Jersey  
Speech-Language  
Hearing Association

## Reach 1900 Speech, Language & Hearing Professionals

### WHAT IS VOICES?

**VOICES** is the official newsletter of the New Jersey Speech-Language Hearing Association. It is also the most effective way to reach speech-language pathologists and audiologists in New Jersey. Published four times a year, **VOICES** covers the latest in school requirements, health care issues, continuing education, committee activities, association programs and professional events. Members read this publication cover to cover and refer to it time and time again. **Isn't this where you want your message to appear?**

### ABOUT OUR READERS

**VOICES** reaches over 1900 speech language pathologists and audiologists in New Jersey. Each reader has demonstrated their desire to excel within their field and continue their education by joining the association.

**The organization is comprised of:**

- 1615 Speech-Language Pathologists
- 89 Audiologists

- 105 Teachers of the Communication Handicapped
- 29 Teachers of the Hearing Impaired
- 66 in affiliated fields

### Professional Settings of VOICES readers are varied:

- 1103 work in Public or Private Schools
- 203 members work in a clinical setting (hospitals or agencies)
- 536 have Private Practices
- 49 work at Colleges and Universities
- 159 work in various other occupational settings

### WHY ADVERTISE IN VOICES?

- A single ad will reach over 1900 speech-language pathologists and audiologists in the state.
- You'll reach professionals who are leaders in their field, decision-makers with purchasing responsibilities.

- You'll reach professionals time after time; members refer to **VOICES** for information on association activities, meetings, school and health care issues, and resource listings.
- Advertising in **VOICES** is also cost-effective with display advertising rates starting as low as \$60.00 per issue (*member rates with multiple insertions*).
- As a part of your marketing plan, advertising in **VOICES** can help increase both your sales and exposure in the New Jersey market.

### WHO SHOULD ADVERTISE?

Companies who sponsor educational programs, provide publications, videos, consumer educational materials, AAC devices and games, assessment and evaluation equipment, computer software, rehab products, intervention materials, audiometer accessories, testing headphones, signaling devices, or any other product or service aimed at speech-language pathologists and audiologists should not miss this targeted and unique opportunity.



# REACHING THE MARKET

## Three Ways to Advertise

### 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, employment opportunities, may all be appropriate for display advertising. Specifications, rates and deadlines can be found on the next page.

### CLASSIFIED ADS

Classified ads are suitable for posting employment opportunities, seminars, items for sale, and the like.

Classifieds are limited to 40 words or less. Ads are available for \$33 per insertion for members/\$37 for non-members. All ads must be prepaid.

For greater impact, display ads may also appear in the Classified section of the newsletter.

### PROFESSIONAL DIRECTORY

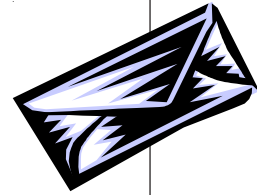
The Professional Directory is reserved for licensed Speech-Language Pathologists and Audiologists promoting their practices and services. This section is located on the last two pages of **VOICES**.

Ads may be a maximum of 6 lines, 42 characters each (including spaces and punctuation). Advertisers **MUST** include their Professional License Number. The same ad will appear in all five editions of **VOICES** for the year.

The cost for the ad is \$48 members/\$53 non-members. Ads must be prepaid. Sorry, credit card payments cannot be accepted.

Ads will appear in all four editions of **VOICES**. The same ad will be used in each issue. **While new advertisers can join us through the year, pro-rated amounts are not available.**

*Sample newsletters are available by request.*



### SPECIFICATIONS

**Circulation:**  
1900

**Frequency:**  
4 times a year

**Page Count:**  
12-24 pages

**Distribution:**  
**VOICES** is sent via e-mail to all members of the New Jersey Speech Language Hearing Association in a PDF file. All newsletters are archived on the NJSHA site for member access.

**VOICES** is sent first class mail to those members who opt out of the "green" program.

### MEETING ADVERTISERS

Please note, meeting advertisements will not be accepted for conferences 30 days before or after the NJSHA Annual Convention. The dates are as follows:

NJSHA Annual Convention  
**May 6-8, 2010**

### COPY AUTHORIZATION

Advertisers and their agents assume sole liability for the content of advertisements and any claims made against NJSHA and their agents arising from such ads. Advertisers agree to indemnify, defend and hold harmless NJSHA and their agents from any and all liability from such ads.

The publication of any advertisement in **VOICES** or in any of NJSHA's publications is neither an endorsement of the advertisers nor of the services advertised. Speech-language pathologists or audiologists listed in NJSHA's publications shall not be considered an endorsement or recommendation by NJSHA.

### DISCOUNTS

**VOICES** offers discounts for advertisers who contract for multiple display ad insertions.

A **10% discount** will be given for 3 or more insertions, a **15% discount** will be given for 4 or more insertions.

Insertions must be contracted for in advance on your reservation form. Discounts are not retroactive and are not available on Classified Advertisements.

### PAYMENT TERMS

All ads must be prepaid. Checks and money orders are accepted. Agency commissions are not given. Sorry, credit cards are not accepted.

Space can not be cancelled after the reservation deadline.

# DATES, SIZES AND RATES

## ARTWORK REQUIREMENTS

We request that all 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. Alternatively, ads can be mailed **camera-ready**, properly sized and including crop marks when appropriate. Line screens should be set at 150.

Classified and text ads may be sent via e-mail or included on your reservation form

Design services are available. Please call for an estimate.

## SUBMISSION OF DISPLAY ADS

For files less than 5MB, you may submit your ad via e-mail to [wwtrusun@comcast.net](mailto:wwtrusun@comcast.net). Alternatively, ads may be submitted on CD-ROM or zip disks to the address below. Please remember to send a proof with all files.

## MATERIALS AND PAYMENTS

Please submit reservation forms, camera-ready art, materials and payments to:

Wendy Webber  
Managing Editor, VOICES  
1996 Glendower Drive  
Lancaster, PA 17601  
Phone/Fax: 215/893-3659

E-mail:  
[wwtrusun@comcast.net](mailto:wwtrusun@comcast.net)

## DATES AND DEADLINES

Issue	Reservation	Artwork Due	Mailing
Winter	November 23	November 30	January 5
Spring	March 1	March 7	April 5
Summer	June 1	June 7	July 5
Fall	August 31	September 7	October 5

## DISPLAY AD SIZES

Horizontal (h) and Vertical (v) ads are available:

1/8 page	3.938 x 2.3125 (h)	1.8125 x 4.625 (v)
1/4 page	3.938 x 4.625 (h)	1.8125 x 9.75 (v)
1/2 page	8 x 4.75 (h)	3.938 x 9.75 (v)
3/4 page	(vertical only)	5.6875 x 9.75 (v)
full page	8 x 9.75	8 x 9.75

All dimensions are in inches width x height

## DISPLAY RATES

	Member	Non-member
1/8 page	\$71	\$79
1/4 page	\$95	\$105
1/2 page	\$166	\$184
3/4 page	\$237	\$263
full page	\$284	\$315

*Multiple insertion discounts: 10%, 3 insertions; 15%, 5 insertions*



# STANDARDS & POLICIES

*The following standards and policies were approved by the NJSHA Board of Directors on September 10, 2008, and revised on January 15, 2009. Many are based in part on the ASHA Standards and Policies for Publication.*

1. NJSHA endorses equal opportunity practices and accepts advertisements that are not discriminatory on the basis of race, color, gender, religion, age, national origin, sexual orientation or physical handicap.
2. Acceptability of an advertisement or a professional directory listing for publication will be based upon legal, social, professional and ethical considerations. Advertisements must be in keeping with the professional policies of the New Jersey Speech-Language-Hearing Association (NJSHA).
3. NJSHA reserves the right to refuse, reject or cancel any advertisement for any reason at any time without liability, even though previously acknowledged or accepted.
4. Acceptance of an advertisement does not imply NJSHA endorsement or guarantee of the product or service advertised. A listing by a licensed audiologist or speech-language pathologist in the Professional Directory shall not be considered an endorsement or recommendation by NJSHA.
5. NJSHA is not responsible for any claims made in an advertisement. Advertisers and their agents assume full responsibility for the content of advertisements and any claims made against NJSHA and their agents arising from such advertisements. Advertisers agree to indemnify, defend and hold harmless NJSHA and their agents from all liability for such advertisements.
6. Advertisements will be reviewed for efficacy claims and use of first-person language.
7. Statements about, and illustrations of, all products and services must be in accordance with professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage a competitor's product or service, and must not make unsupported claims.
8. Advertisers making efficacy or effectiveness claims may be asked to provide relevant data and may be required to include in their advertisement, references to the article(s) or Web site(s) where the relevant data can be publicly accessed.
9. Products must be in accordance with all applicable federal and state laws and they must be applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the content of advertising is the manufacturer's responsibility.
10. Announcement of NJSHA **Member News** is open to all members in good standing. Submissions may include presentations, awards, honors, professional appointments, new positions and retirements.
11. All product, service and classified advertisements (employment announcements, practice and/or equipment sales etc.) and announcements of non-NJSHA educational and other programs are required to pay the appropriate fees for advertisements.
12. There is no fee for announcing in the **Calendar of Events**, the main details of programs of County Professional Group Meetings, Higher Education Meetings, NJSHA Committee Meetings and other NJSHA Educational Programs.
13. Any professional or educational group (including exempt groups) submitting an article as an announcement will be referred to the standard paid advertising policy.
14. Fee exemptions will be considered when the information is judged to be important to NJSHA members. In those cases the allotment of space will only allow for publishing the main details of the event.
15. Announcements in paid advertisements of educational programs that conflict with those offered by NJSHA will not be accepted for publication when offerings occur 30 days before or after the NJSHA Annual Convention.
16. Announcements in paid advertisements or news items, of publications or products authored by members, will only be published if the articles, texts, manuals or products have undergone a rigorous review by a recognized professional body, publisher or product company and are scheduled for publication.
17. All announcements will be considered for publication on a space-available basis. ●



# RESERVATION

## MATERIALS AND PAYMENTS

Please submit advertiser reservation forms, camera-ready art, materials and payments to:

**Wendy Webber**  
**Managing Editor**  
**VOICES**  
1996 Glendower Drive  
Lancaster, PA 17601  
Phone/Fax: 215/893-3659  
E-mail: wwtrisan@comcast.net

## CLASSIFIED ADVERTISING

Please print or type your classified advertising copy below. Insertions are limited to 40 words or less:

Copy: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PROFESSIONAL DIRECTORY

Maximum of 6 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: \_\_\_\_\_

E-Mail: \_\_\_\_\_

## DISPLAY ADVERTISING

- 1/8 page: \$71/\$79       1/4 page: \$95/\$105
- 1/2 page: \$166/\$184     3/4 page: \$237/\$263
- full page: \$284/\$315
- Camera-ready artwork enclosed/e-mailed

## CLASSIFIED ADVERTISING

- \$33/\$37 per insertion (40 words or less)
- Copy included on left

## PROFESSIONAL DIRECTORY

- \$48/\$53 per insertion (6 lines 42 characters inc. License #)
- Copy included on left

## ISSUE(S)

- January 5     April 5     July 5     October 5

**Total Amount:**

**Minus Multiple Insertion Discounts:** \_\_\_\_\_  
(10%, 3 insertions, 15%, 4 insertions - Display Only)

**Total Enclosed (make checks payable to NJSHA):** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_