National Guardianship Association

Marketing Options

About NGA

The National Guardianship Association (NGA) is a membership organization of nearly 1,000 individuals and businesses that provide gardianship services directly to their own clients or that are affiliated with the guardianship profession. Founded in 1988, NGA was created to strengthen guardianship and its related services through quality assurance, networking and education.

A guardian is appointed when a person may not be able to take care of his/her own finances, make medical decisions, or understand the need for assistance with the activities of daily living because of certain medical conditions, a developmental disability, mental retardation, dementia, mental illness, or the inability to communicate. The guardian may manage the person and/or the estate. The majority of NGA members work with adult wards. Companies can reach these guardians with ads that range from business card size to full-page.

Advertising Program

When you advertise with NGA, your company's products and services will be uniquely presented to a very targeted market. Because we are focused, we are able to offer advertisers one-on-one service that insures that your company gets the greatest benefit from its marketing investment. NGA's advertising sales are handled by Denise Ott. To place an ad or learn more about your marketing opportunities --

Call: 717-580-1946
Email: info@guardianship.org

Acceptance Terms for All Advertising

- Discounted rates apply for NGA members
- Ads must be camera-ready to receive quoted rates
- Ad design available for an additional fee
- Official insertion contract must be used
- Ads are non-commissionable
- Any change in production of repeat or new ad copy may be subject to additional cost
- Payment due before ad is published
- No refunds granted for cancellation of ads after the stated deadline for publication

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NGA's Newsletter
The National Guardian

- Distributed by email Spring, Summer, and Fall/Winter to NGA members throughout the U.S. and several other countries (Sample available on request.)
- Also permanently archived and available for members to read on the NGA website
- Contains feature articles, industry news, reports on NGA activities, information about members, and updates issues of interest to members
- Ads priced in color
- Ad rates are discounted for NGA members
- Deadlines to reserve space:
  - Spring - January 15 (Published March)
  - Summer - June 15 (Published August)
  - Fall/Winter - October 15 (Published December)

NGA E-Bulletins

- Ads can be included in individual emailed notices to the entire NGA membership
- Publication dates vary throughout the year, call for current scheduling or to arrange for a specific date
- Ad rates discounted for NGA Members
- Your ad can be hotlinked to your website or email

2009 Membership Directory

- Distributed by email and available to members on the NGA website
- Deadline to reserve space is June 1 (Published July)
- Used by members throughout the year
- Full-page ads are available with special placement
- Smaller ads available in a special advertising section.
- Ads priced in color

NGA's Conference and Colloquium

NGA's annual Conference in October and the Colloquium each Spring offer promotional opportunities for companies to take the spotlight as exhibitors or as sponsors of events, featured speakers, and breakout sessions.

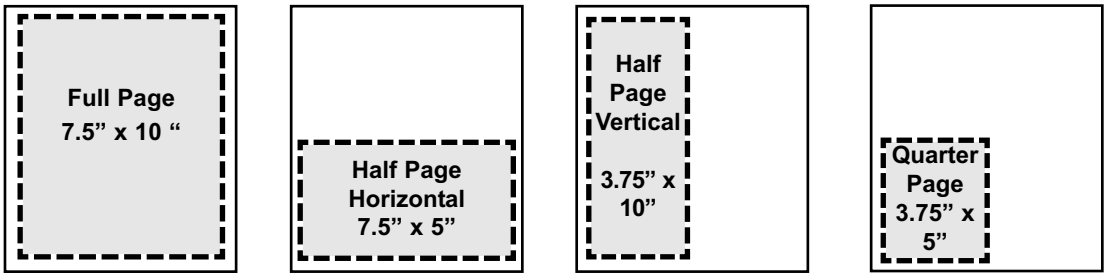
2009 CONFERENCE ON GUARDIANSHIP
October 3 - 6, Las Vegas, NV

2010 COLLOQUIUM ON GUARDIANSHIP
Date and Location to be determined

Newsletter Advertising Rates

(Rates Stated Are Per Issue or 3 Times for Full Year)

Type of Ad	Ad Size	Member Rate	Non-Member Rate	Full Year Member Rate	Full Year Non-Member Rate
Full Page	7.5" w x 10 " h	$200	$250	$525	$675
Half Page Horizontal	7.5" w x 5" h	$125	$175	$300	$450
Half Page Vertical	3.75" w x 10" h	$125	$175	$300	$450
Quarter Page *Vertical Only*	3.75" w x 5" h	$90	$120	$225	$300



NGA E-Bulletin Advertising Rates

Rates Per Insertion: $200 for Members $300 for Non-Members

NGA regularly emails information to the membership to provide updates and details on meetings and events, as an alert on some issue of importance to the industry, or as a notification about NGA benefits and services. Sponsors of an *NGA E-Bulletin* receive a horizontal ad equal to approximately 1/4 of an 8 1/2 x 11 inch page that can be hotlinked to a website or email address. Because *E-Bulletins* are distributed on an as needed basis, we can accommodate an advertiser's need for almost immediate distribution. Call us to discuss ad placement.

2009 Membership Directory Advertising Rates

Premium Ad Placement	Ad Dimensions	Member Rate	Non-Member Rate
Inside Front Cover (Full page)	7.5" w x 10" h	$ 500	$ 650
Section Dividers (Full page)	7.5" w x 10" h	$ 300	$ 400

Ad Section Placement	Ad Dimensions	Member Rate	Non-Member Rate
Half Page (Horizontal)	5" w x 7.5" h	$ 175	$ 225
Half Page (Vertical)	7.5" w x 5" h	$ 175	$ 225
Quarter Page (Vertical)	3.75" w x 5" h	$ 125	$ 175
Business Card	3.75" w x 2.5" h	$ 75	$ 100

Ad Specifications

Ad rates are quoted for color copy. Black and white can be substituted, but there will be no reduction in rates.

To quality for quoted rates ads must be submitted in final form using one of the following formats: (Documents created on the MAC platform can only be accepted as a PDF.)

- QuarkXpress file with linked images and fonts included (PC Platform Only)
- High resolution TIF or JPG (Must be 300 dpi or higher.)
- PDF created in Acrobat Distiller, not PDF Writer. (Provide a high resolution PDF file and embed all the fonts.)
- Camera-ready hard copy. (This will be scanned and good reroduction quality cannot be guaranteed.)

Enlarging or reducing existing ads: For best results, submit ads that are properly sized. It is not possible to guarantee reproduction quality when enlarging or reducing existing ads, especially those that contain screens or photos. For optimal quality, digital ads must be at least 300 dpi. Camera-ready hard copy ads with screens or half-tones are especially prone to reduced quality when enlarged or reduced. NGA is not responsible for reproduction quality of an ad that is below standards.

Ad Design Services: Contact us if you need assistance designing your ad for our publications. Design service can be made available for an additional fee.

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NATIONAL GUARDIANSHIP ASSOCIATION

Advertising Contract Effective January 2009 - December 2009

Advertiser _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

____ Please add my name to the mailing list to receive information about the 2009 Annual Conference, October 3 - 6 , in Las Vegas, NV.

Newsletter Advertising ____ **Member Rate** _____ **Non-Member Rate**

(Indicate issues in which you wish to place ads and the ad size. See rate sheet for pricing details.)

_____ Full Year of Ads (3 Issues) Beginning with the _____ issue
$_____ Full Page $_____ 1/2 page (Hor.) $ _____ 1/2 page (Vert.) $_____ 1/4 page(Vert.)

_____ One Issue Ad Placement for the _____ Spring Issue _____ Summer Issue _____ Fall/Wiinter Issue
$_____ Full Page $_____ 1/2 page (Hor.) $ _____ 1/2 page (Vert.) $_____ 1/4 page (Vert.)

Deadlines: Spring - Reserve Space by January 15; Copy Due by February 1 (Published March)
Summer - Reserve Space by June 15; Copy Due by July 1 (Published August)
Fall/Winter - Reserve Space by October 15; Copy Due by November 1 (Published December)

***NGA E-Bulletin* Advertising** _____ **Member Rate** _____ **Non-Member Rate**

$_____ Sponsorship of one *NGA E-Bulletin* includes a horizontal ad equal to approximately 1/4 of an 8 1/2 x 11 inch page with a hotlink to an email or website address. Scheduled for _____in consultation with Denise Ott.

2009 Membership Directory _____ **Member Rate** _____ **Non-Member Rate**

Premium Ad Placement
$_____ Inside Front Cover $_____ Section Divider Page

Ad Section Placement
$_____ Half Page (Hor.) $_____ Half Page (Vert.) $_____ Quarter Page (Vert.) $_____ Business Card

Total Payment $_____

NGA Federal ID #: 36-3591860

Credit Card Information: ❍ Visa ❍ MasterCard

_____
Name on card (printed)

_____
Signature

_____ _____
Account Number Exp. Date

To Mail: send check or money order payable to NGA with contract to:

NGA Business Office
174 Crestview Drive, Bellefonte, PA 16823-8516
Toll Free: 877-326-5992 * Email: info@guardianship.org

Or Fax contract with credit card payment noted to:
Fax: 814-355-2452

Instructions for Submitting Ad Copy

____ We will email digital artwork to: georgene@heusergroup.com
(To verify accurate electronic transmission, also fax a copy of the emailed artwork to 717-243-1586.)

____ We will mail camera-ready hard copy to: Georgene Thompson, Editor, 2431 Spring Road, Carlisle, PA 17013

Contract Regulations

1/ A contract must be completed and signed by all advertisers.
2/ First-time advertisers must pay in full within ten (10) days of reserving ad space.
3/ Payment for ads is required within thirty (30) days of billing.
4/ Contents of ads are subject to approval. NGA reserves the right to reject or cancel any ad, insertion order, or space reservation at any time.
5/ The advertiser is responsible for correct advertisements including copy, and all claims and conditions printed in the ad.
6/ Advertisements are positioned at the discretion of the editor, except where a specific position is purchased.
7/ If copy is not received by the stated deadline, the ad will be canceled and the advertiser will be responsible for paying for the contracted space.
8/ Cancellations or changes in specifications may not be made by the advertiser after the closing date to reserve space.

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