

LymphLink is the official publication of the National Lymphedema Network, Inc. (NLN®). NLN *LymphLink* newsletter copyright © National Lymphedema Network, all rights reserved.

1. **Issuance**

Quarterly (published in January, April, July, and October)

2. **Acceptance of Advertising**

Display advertising will be accepted from active NLN Sponsors only. Prior to publication, all ads are subject to approval by the NLN Editorial Committee. NLN reserves the right to refuse publication of any ad at its discretion.

3. **Coverage and Market**

Coverage: International

Circulation: Approximately 10,000

Market served: Lymphedema treatment centers, therapists, physicians, patients, hospitals, universities, cancer academic institutions, breast centers, support groups, libraries, other organizations, national and international conferences, general public, etc.

4. **Payment Policy**

Payments must be made payable to the publisher (NLN) **prior** to printing. **All ads must be prepaid and received in the NLN office by the deadlines listed below in order to appear in the current *LymphLink*.** Please note that due to strict printing deadlines, no exceptions will be made. Payment is accepted by phone, mail and fax, and online at www.shop.lymphnet.org. The NLN accepts payments via check, Visa, MasterCard, American Express and Discover Card.

5. **Rates**

	One issue	4 Issues (10% discount if paid in full in advance for full year)
Half Page	\$1,370.00	\$4,932.00 (\$1,233 per issue)
1/3 Page	\$1,189.00	\$4,280.40 (\$1070.10 per issue)
1/6 Page	\$705.00	\$2,538.00 (\$634.50 per issue)
Back Cover – Half Page Horizontal	\$2,850.00	\$10,260.00 (\$2,565.00 per issue)

6. **Mechanical Requirements**

Space Unit	Width	Depth
Half Page Horizontal	7.25" (3 column)	4.8" (or 4-13/16")
Half Page Vertical	4.75" (2 column)	7.2" (or 7-3/16")
1/3 Page Horizontal	4.75" (2 column)	4.8" (or 4-13/16")
1/3 Page Vertical	2.25" (1 column)	9.8" (or 9-13/16")
1/6 Page Vertical	2.25" (1 column)	4.8" (or 4-13/16")

7. **2012 Payment Deadlines**

5:00 PM (Pacific) on Tuesday, JANUARY 31, 2012 for the April-June 2012 issue.

5:00 PM (Pacific) on Tuesday, MAY 1, 2012 for the July-September 2012 issue.

5:00 PM (Pacific) on Wednesday, AUGUST 1, 2012 for the October-December 2012 issue.

5:00 PM (Pacific) on Thursday, NOVEMBER 1, 2012 for the January-March 2013 issue.

ALL NEW ARTWORK MUST BE SUBMITTED BY THE 15TH OF THE MONTH PRIOR TO THE PAYMENT DEADLINE.

8. **Copy Specifications**

Ads may be submitted as CMYK files in eps, pdf or high resolution (300 dpi) jpg format by email or disk. Please submit final artwork to robin@lymphnet.org. All files need to have fonts embedded or converted to outlines. Files submitted without embed images or fonts will cause a delay in the publication of your ad. **Note: No print or hard copies accepted.**

The NLN is pleased to offer Employment Classified Ads for treatment centers seeking therapists and therapists seeking employment. Please note that all ads are subject to approval by the NLN Editorial Committee, prior to publication.

Following are the 2011 classified ad rates.

ACTIVE NLN MEMBER/SPONSOR

Treatment Facility or Business

\$70.00 flat rate - Includes Boldface Caps header and up to 20 words plus phone number.
Cost for each additional word - \$0.85 (30 words maximum)

Individual Therapist

\$60.00 flat rate - Includes Boldface Caps header and up to 20 words plus phone number.
Cost for each additional word - \$0.85 (30 words maximum)

NON-MEMBER/SPONSOR

Treatment Facility or Business

\$90.00 flat rate - Includes Boldface Caps header and up to 20 words plus phone number.
Cost for each additional word - \$0.95 (30 words maximum)

Individual Therapist

\$70.00 flat rate - Includes Boldface Caps header and up to 20 words plus phone number.
Cost for each additional word - \$0.95 (30 words maximum)

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2012 - 2013 Deadlines

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Please note that all ads **must** be accompanied by payment in full. **Ads received after deadline (or without payment) will run in the following issue, no exceptions.**

Thank you for your interest and support.

Questions? Please contact the NLN Office at (415) 908-3681, 9:00 AM-5:00 PM Pacific, or via email at robin@lymphnet.org.



Application for Publication of Advertising in NLN LymphLink

Please accept the enclosed ad for consideration of publication in the following issue(s) of *LymphLink*:

- April-June 2012 Full Year (10% discount, pre-paid)
- July-September 2012
- October-December 2012
- January-March 2013

Enclosed artwork is complete and within the specifications noted on the **NLN LymphLink Advertising Rate and Data Sheet or Employment Classified Ads Sheet**.

I understand:

- that one ad per company/organization (paid by and featuring that company/organization as the main focus and subject of the ad) will be eligible for review and publication each issue, and
- that this ad is subject to approval by the NLN Editorial Committee and the NLN Board of Directors.

I agree that the publisher (NLN) is not responsible for delays or missed deadlines due to a submission by me and my company of inaccessible files or file errors. I further understand that publication is not guaranteed and that I will be notified regarding approval or refusal, with a complete refund of payment made to me and my company if the ad is not approved.

Signed: _____ Date: _____

Print Name: _____ Title: _____

Name of Company: _____

FOR OFFICE USE ONLY	
Date Received:	_____
Amount Pd: \$	_____ Paid By <input type="checkbox"/> Ck # _____
<input type="checkbox"/> Charge 4-digits	_____
APPROVED? Y N	Approved by _____
<input type="checkbox"/> COPY RECV'D	Format: <input type="checkbox"/> eps <input type="checkbox"/> jpg <input type="checkbox"/> pdf <input type="checkbox"/> Other
Date Received:	_____ <input type="checkbox"/> PROBLEM w/copy
Comments:	_____