

TEXAS ASSOCIATION OF NURSE ANESTHETISTS, INC.

ADVERTISING RATE SHEET

You are invited to participate as an advertiser in “The TANA Newsletter” the official newsletter of the Texas Association of Nurse Anesthetists, Inc. (TANA). TANA publishes and distributes “The TANA Newsletter” to association members and subscribers (a circulation of 2,700+ per issue) four times a year. In addition, each issue of “The TANA Newsletter” is posted on the TANA web site (www.txana.org) — giving you the opportunity to market your products and/or services to an unlimited audience.

Ad Policies, Dimensions & Rates:

- **Advertising Copy** — Must submit a *hard copy* of each advertisement PLUS a digital file or film. No advertising copy will be accepted with page bleeds.
- **Ink** — Black & White. Four-Color: Ad rate PLUS \$400 per insertion.
- **Deadlines** — (Except for classified advertisements)
 - November 1st Winter issue, published in December
 - February 1st Spring issue, published in March
 - May 1st Summer issue, published in June
 - August 1st Fall issue, published in September
- **Payment** — First payment is due upon submission of advertisement. Multiple insertions will be invoiced and payable upon receipt.
- **Pricing** — Prices are based on per insertion and do not include service charges, if applicable. Service charge is \$90/hour with a one hour minimum.

Space & Dimensions (w” x h”)	Price Per Insertion	4 Issues Price Per Insertion (includes 10% discount)
Full Page – 7.5” w x 10” h	\$500.00	\$450.00
Half Page – 7.5” w x 4-7/8” h	\$250.00	\$225.00
Quarter Page – 3-5/8” w x 4-7/8” h	\$125.00	\$112.50
Eighth Page – 3-5/8” w x 2-3/4” h	\$ 75.00	\$ 67.50

- **Classified Advertisements** — Available for \$0.50 per word, \$50.00 minimum charge. All classified advertisements must be submitted in writing with payment accompanying the ad. No discounts are given for multiple insertions of classified advertisements.

Texas Association of Nurse Anesthetists, Inc. Advertising Contract

Company Name:		
Contact Name:		
Mailing Address:		
City/State/Zip Code:		
Daytime Phone: () ()	Fax Number: () ()	E-mail Address

Advertising Order: Please CHECK ad size and each issue you wish to publish your ad.

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<input type="checkbox"/>	Winter Issue – published December (copy due November 1 st)		
<input type="checkbox"/>	Spring Issue – published March (copy due February 1 st)		
<input type="checkbox"/>	Summer Issue – published June (copy due May 1 st)		
<input type="checkbox"/>	Fall Issue – published September (copy due August 1 st)		

Payment Method: Acceptable forms of payment are check or credit card (American Express, VISA, MasterCard or Discover).

Check Enclosed

Please charge my credit card

Credit Card Number:	Exp. Date:
Full Name of Account Holder:	
Signature:	Date:

Remit to:

Texas Association of Nurse Anesthetists, Inc.
PO Box 40775
Austin, Texas 78704

Contact: Janet H. Morrow, CAE, CMP
Executive Director
Telephone: (512) 495-9004
Fax: (512) 495-9339
E-mail: tana@txana.org

Payment:
First insertion payment is due upon submission of advertisement. Subsequent insertions will be invoiced after publication and payable upon receipt.

Total Amt. Due: \$ _____

Amt. Remitted: \$ _____

Balance Due: \$ _____

TANA Office:

Date Received:

Published Issues:

Payment Record: