



Media Kit Advertising Specifications

Program Guide Advertising

The Annual Conference Program Guide has 24 pages of event details, general information and advertising opportunity. The Program Guides are often read cover to cover by conference attendees. Each conference attendee receives a program with registration.

Advertisement Sizes

Full bleed includes 1/8" bleed on each side, trimmed to size.

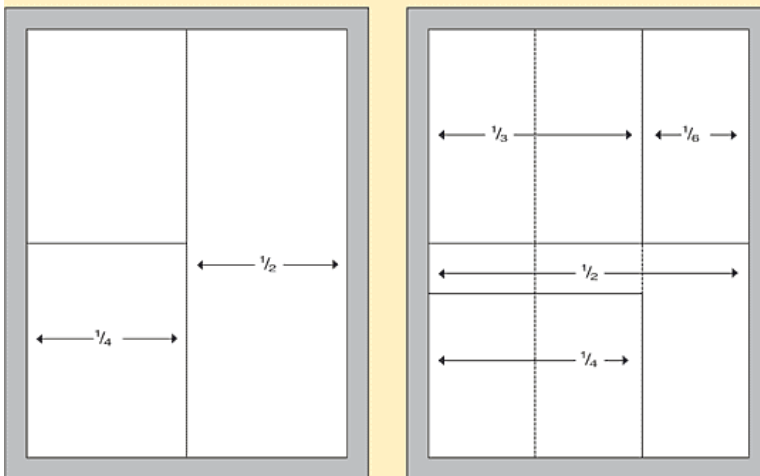
Location	Size	Cost
Back Cover Full Spread	8.5" x 11"	\$10,000
Inside Back Cover	8" x 10.5"	\$7,500
Full Page Interior Page	8" x 10.5"	\$5,000
Half Page Horizontal	8" x 5"	\$2,500
Half Page Vertical	5" x 8"	\$2,500
1/3 Page Horizontal	5" x 5"	\$1000
1/4 Page Horizontal	3.75" x 5"	\$500
1/4 Page Vertical	5" x 3.75"	\$500
1/6 Page Vertical	2.5" x 5"	\$250

Front and back cover are in color. Interior pages are in black and white.

- PDF or JPG ONLY
- Include all font files and images for PDFs
- 300 DPI Minimum Resolution

Page Size: Trim 8.5" x 11"

Bleed 8.25" x 11.75"



Idaho Counseling Association

www.idahocounseling.org

208-523-2344

idahocounseling@gmail.com

Media Chair: Heather Tustison

Contact Phone: 208-869-0199

Contact E-mail: heathertustison@gmail.com

Membership: 500

Conference Attendance: 300

State Licensed Professionals: 2300

Conference Packet Handouts

At Registration, each attendee will be given a bag filled with flyers, product literature and product samples. These "specialty" items are a perfect way to get your message in front of conference attendees. *Sponsor/Exhibitor provides material.* Conference Staff will stuff and distribute. Examples of conference packet stuffers:

- Lanyards
- Flyers, Postcards
- Product Samples
- Pens
- Notepads
- Logo on Conference Bag/Folders

Website Advertising

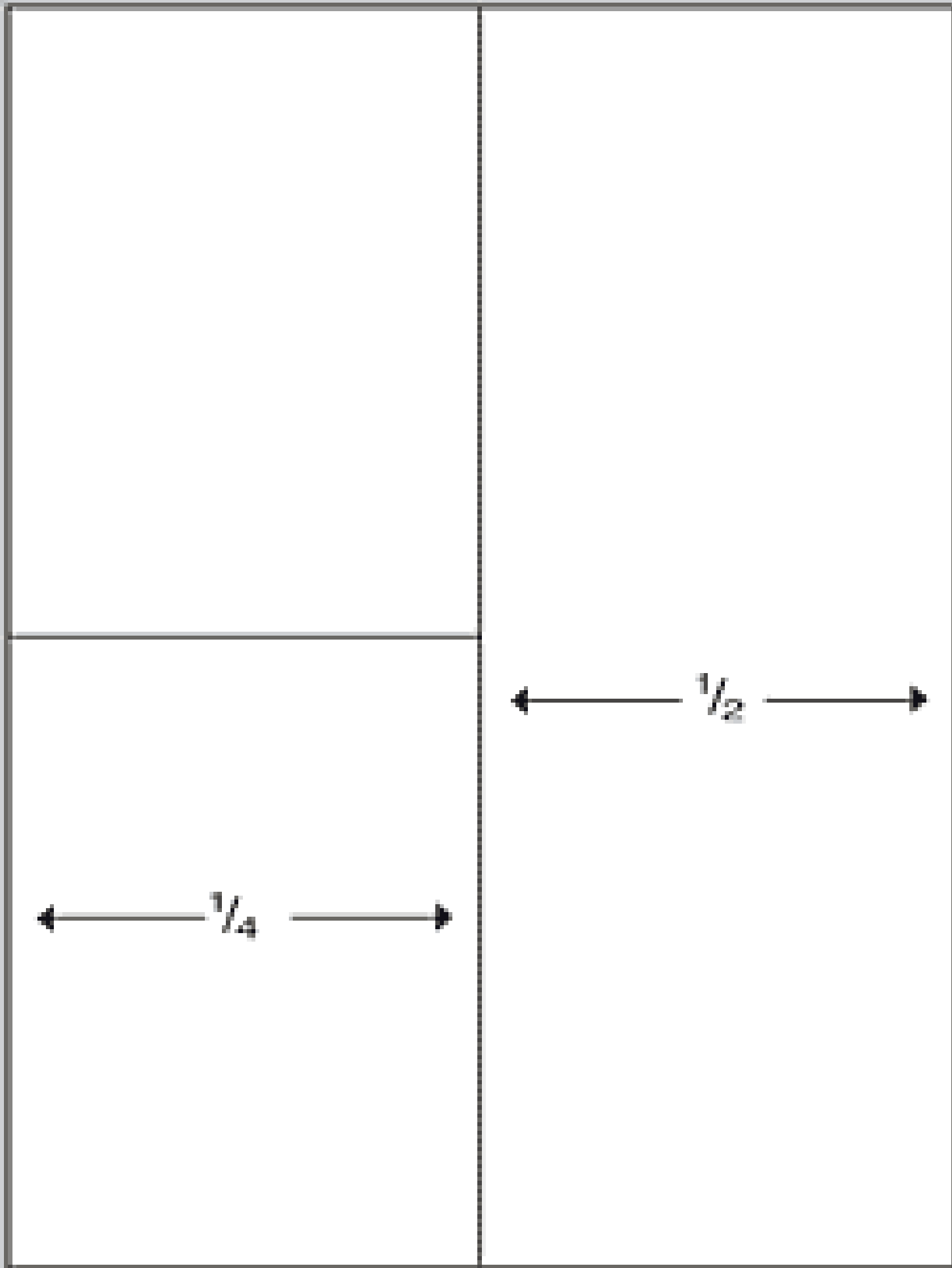
The ICA webpage is a public page that offers services to counselors as a whole, its members and the general public. We have options available for those that wish to advertise on the website.

- A link can be made directly from the sponsor/exhibitor list to your own website. Cost: See conference sponsorship opportunities at www.idahocounseling.org
- An advertisement on the home page may be linked to your own website. Cost: \$50/year.

Newsletter Advertising

ICA distributes a monthly newsletter to all of its members. Annually, the newsletter is sent to all licensed professionals in the state. Cost: \$50 per issue. Ad size is 3" x 3".

***Name of advertiser must be in file name and in subject line of e-mail.
E-mail to ICA Media Chair.***



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1/3 Page 5 x 5
\$1000

1/6 Page 5 x 2.5

1/4 Page 3.75 x 5
\$500

1/6 Page 5 x 2.5

Half Page 5 x 8

1/4 Page 3.75 x 5
\$500

1/4 Page 3.75 x 5
\$500