

E. Newsletter Advertisement Form and Guidelines

Newsletter Advertising Guidelines

The Montana School Counselors Association (MSCA) welcomes advertisements from businesses and organizations that offer information, resources and support to its Montana school professionals. This opportunity is available up to four times annually: 3 newsletters (September, December, March) and one conference brochure (April).

Each issue of MSCA's "*Making a Difference*" reaches more than 300 counselors, school administrators and other educational professionals. Two full-color newsletters are mailed electronically and one is mailed by hard copy. These advertising opportunities allow you to market your organization/institution throughout Montana.

Rates

	<u>1X</u>	<u>2X</u>	<u>3X</u>	<u>Conference</u>
Full Page (7 1/2 x 9 3/4)	\$150	\$250	\$350	\$150
Half Page (7 1/2 x 4 1/2)	\$120	\$220	\$300	\$125
One-fourth Page (3 1/2 x 4 1/2)	\$75	\$110	\$190	\$75
Half-column (1 1/2 x 4 1/2)	\$50	\$80	\$120	\$50

Submissions & Deadlines

Please submit advertisements (preferably Publisher) along with a completed Advertisement Reservation Form by the following dates:

<u>Due Date</u>	<u>Date Issued</u>
August 15	September 15
November 15	December 15
February 15	March 15
March 15 (Conf.)	April at Spring Conference

Email files to Vicki Smith at vsmith@wolfpoint.k12.mt.us.

Disclaimer

Information printed in "*Making a Difference*" does not represent an official MSCA policy or position, and the acceptance of advertising does not constitute an endorsement or approval by MSCA of any advertised service or product. MSCA reserves the right to edit or reject all submissions.