



## LPCA Newsletter Needs & Ad Requirements

The LPCA newsletter is a quarterly publication and a key communication and marketing platform for reaching our professional community. By advertising or contributing articles, you gain regular opportunities to showcase your services, events, and expertise to a targeted audience. Advertising is available both online and in print. If you do not see a classification below that meets your needs, please contact us.

### Submission Deadlines for Articles and Advertising

- December 15<sup>th</sup>
- March 15<sup>th</sup>
- June 15<sup>th</sup>
- September 15<sup>th</sup>

### Key Topics Highlighted in LPCA's Quarterly Newsletter

To be considered for publication, contributors should submit information/articles related to the key topics covered in each issue according to the quarterly schedule below.

<u>Quarterly Schedule</u>	<u>Key Topics Featured in Each Issue</u>
June	Renewal Information Updates on: Composite Board, Government, & Convention Award Winners Legislation Session end report
September	Call for Programs (Convention) Info about Board Positions Awards
December	SAO (Student Affiliate Organization) Request updates, etc from all the SAOs. Convention Election Info Award Nomination Forms Legislation Preview
March	Convention Voting/Ballots

### For every Newsletter, we need:

#### Articles from:

- President
- PE and / or IPP
- Treasurer
- Executive Director

#### Articles on:

- Treatment and/or Practice Related Info
- Current Topics of Interest
- Book Reviews
- Fellows Articles (past presidents)

#### Advertisements:

- Full, Half, or Quarter Page
- Classified Supervision and Office Space

#### CE Workshop List



### **Newsletter Ad Requirements & Rates**

The LPCA newsletter is published quarterly with a circulation of approximately 5,000 per issue and is also available to the public on our website, at [www.LPCAGA.org](http://www.LPCAGA.org). Advertising rates are as follows:

<b><u>Ad Size</u></b>	<b><u>Measurements</u></b>	<b><u>Cost</u></b>	<b><u>Typesetting Fee*</u></b>
Full Page	7 1/2" x 10"	\$400.00	\$50.00
Half Page	7 1/2" x 4 7/8 "	\$150.00	\$40.00
Quarter Page	3 5/8" x 4 7/8"	\$50.00	\$25.00
Business Card Size (1/8 of page)	3 5/8" x 2 1/4"	\$25.00	\$20.00

**Classified Ads** (supervision or office space)      \$25.00 for 30 words  
   \$0.25 (cents) for each additional word, over 30

***PLEASE NOTE:*** *Classified Ads are available only for supervision and space to rent. Conversely, supervision and space to rent ads can only be placed as classified ads.*

### **Ad Requirements:**

- All Ads should be created and submitted in **full color with logos**.
- Ads **MUST** be sent in either a PDF or JPEG format.
- **For Classified Ads:** **Do not** send classified ads as a PDF, JPEG, or EPS file. Please place the classified office space or supervision TEXT in the body of your email.

### **How to Submit Ads:**

#### **PREFERRED:**

- **Email to [lpcga@lpcaga.org](mailto:lpcga@lpcaga.org)** Email submissions must include the ad as an attachment and provide your name, mailing address, phone number, and a copy of PAYMENT with each submission.

***If submitted by one of the following methods, there will be an additional fee of at least \$45.00.***

- **By Fax to LPCA at 404-370-0006.** Faxes are not print-ready and logos and graphics cannot be used. A faxed ad will incur the typesetting and layout fees as noted above.
- **By Mail to LPCA of Georgia, 1080 Holcomb Bridge Road, Suite 300, Roswell, GA 30076**  
Mailed ads are not print-ready and will incur a typesetting and layout fees as noted above.

#### **DISCLAIMERS:**

- LPCA reserves the right to edit advertisements as needed to accommodate limited space allocations.
- Ads not submitted in the required format may be excluded from an issue of the print or e-newsletter, due to deadlines restraints.
- LPCA is not responsible for the content of submitted advertisements.