

Holistic Animal Association

Advertising & Media Guidebook



*Advertising and Promoting your Business,
Products and Services is an easy as 1-2-3*

Easy & Affordable Advertising:

- ▶ We offer three easy and affordable options to advertise and promote your business, products and services:
- ▶ **Options:** 1. Online 2. Email 3. Direct Mail
- ▶ Reach fellow members, businesses, students and the general public to let them know all you have to offer for their animal friends. Promote special discounts to members.
- ▶ Future Advertisement options:
Blog Talk Radio, E-booklets, Affiliate Links, tele-classes, webinars and more!

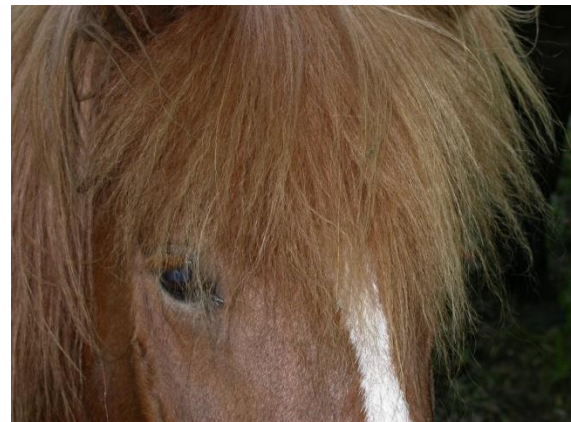
Online Market Place

- ▶ Showcase your website on the H.A.A. online Market Place:
- ▶ 1 year listing Member: \$200.00
- ▶ 1 year listing Non-Member: \$300.00
- ▶ Listing includes a 50 word adv. description and direct click-on link to your website.
- ▶ Advertisement listing is for one year and renewable 30 days prior to expiration date.



E-Newsletter Sponsor

- ▶ Email delivery to our group email list which includes: members, educators/schools, and those with an interest in the holistic healing arts for animals. Social Media Sharing of e-newsletters on the H.A.A. FaceBook Page.
- ▶ Sponsor adv. includes your JPEG Logo and direct click-on link to your website, business name and phone number listed in the H.A.A. E-newsletter Sponsor section.
- ▶ 1 month one time adv: \$75.00 Member / \$100.00 Non-Member
- ▶ 12 months (12 advs. total 1 adv. per month): \$650.00 (\$250.00 savings)



E-Announcements

- ▶ Special E-Announcement highlighting your information will be emailed directly to our group email list of members, students, educators/schools.

Do you have one or more of the following to share?

- ▶ PR-Press Release
- ▶ Discount Special/s
- ▶ New Business or Product Promotion
- ▶ Upcoming Classes & Events
- ▶ Adoptions & Rescue information

If you answered yes, then choosing the E-announcement advertisement option is a great way to get the word out. We offer a specialized announcement template to highlight your information, logo, website link and product/animal image.

E-announcement Fees:

(1) E-announcement: \$100.00 each Members, Non-Members: \$125.00 each

(12) E-announcements: Members: \$900.00 (Save \$300.00)

Non-Members: \$1000.00 (Save \$200.00)



Flyer Insert option

- ▶ Your business flyer will be inserted into Membership packets that are mailed directly to the Member when they join/renew.
 - ▶ Flyer dimensions: up to 8 ½" x 11". (Post cards can also be inserted instead of a print flyer).
 - ▶ You provide the flyer/pc by mailing directly to the office. We will notify you once there is a need to replenish your flyer materials.
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- ▶ **Member Price/Non-Member Price:**
 - ▶ 100 inserts: \$100.00/\$125.00
 - ▶ 250 inserts: \$200.00/\$225.00
 - ▶ 500 inserts: \$400.00/\$425.00



Submission & Payment info.

- ▶ **Make checks payable to:**
- ▶ The Holistic Animal Association

- ▶ **Returned check fee: \$25.00**
- ▶ Advertisement fees are non-refundable.

- ▶ **Mail to:** PO BOX 1858, Banner Elk, NC 28604
- ▶ **Online:** See our web-store for PayPal Option

- ▶ **Email to office:** (50 word description) for Market Place adv., or (JPEG Logo) for E-newsletter Sponsor and E-announcement advertisement.



Advertisement Guidelines:

- ▶ H.A.A. reserves the right to reject any advertisement that are considered unsuitable or inappropriate for its formats.
- ▶ Advertisements will not be accepted for any products, services or courses that promote unsafe use with products, techniques or educational instruction, or that does not fit within the Code of Ethics and Membership Requirements.
- ▶ H.A.A. does not endorse any particular product, brand, or service that advertises online or in the newsletters or other media and publication formats.
- ▶ H.A.A. will not be held liable or responsible for any errors in advertisements.
- ▶ H.A.A. reserves the right to change or cancel any advertisement fees or options at anytime without notice.

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Advertisement Application

(Please print or type clearly below, or fill out the separate Adv. Application Form posted on website).

▶ Name:

▶ Business Name:

▶ Web-site:

▶ Email:

▶ Business Phone:

▶ Check #:

Amount:

Date:

Adv. option/s:
