

# American Electrology Association



## Advertiser's Guide

Electrology World

Journal of Electrology

Membership Roster

Welcome Kits

### AEA Advertising Contact

**Karen Portnoff**

710 Tennent Road

Manalapan, NJ 07726

Phone: 732-536-8999

Fax: 732-536-9564

[advertisingaea@electrology.com](mailto:advertisingaea@electrology.com)

# Advertise with the AEA

## Our Members Are Your Best Customers!

If you offer products, services or education for electrologists, advertising with the AEA is just good business. AEA Members are the heart of the professional electrologist community. If they know what you have to offer, everyone knows what you have to offer.

Each issue of our Membership news magazine - *Electrology World* - is eagerly anticipated, kept, browsed and shared, especially now that it is in full color. The biannual *Journal of Electrology*, featuring valuable educational materials and a home study test which can be submitted for CEUs, is read and retained not only by our Members, but also by CPEs and non-member electrologists in licensed states who depend on AEA to record their CEUs.

Our website is well-trafficked and we will be expanding our offsite promotion of resources such as our Suppliers page and Schools page.

AEA is now accepting student Members as well, broadening your marketing reach to future electrologists.

We value our advertisers and believe in making sure our Members are aware of the best resources for their practices and ongoing professional development. We will continue to work to provide the best tools and opportunities for you to reach electrologists.

This packet contains all the information you need to take advantage of the promotional opportunities offered by the American Electrology Association (AEA). As an AEA advertiser, your information is available to electrolysis professionals in a variety of ways.

The advertising options are both **simpler and more robust** than in previous years. Some highlights include:

**Electrology World Ads  
in Full Color**

**Improved Display Ads  
in Online Directory**

**Ad Space Available  
in Membership Roster**

**Inclusion in AEA Online  
Store for Electrology  
World Advertisers**

### AEA Advertising Contact

**Karen Portnoff**

710 Tennent Road

Manalapan, NJ 07726

Phone: 732-536-8999

Fax: 732-536-9564

advertisingaea@electrology.com

# Electrology World

*Electrology World* is the membership news publication of the American Electrology Association. It is published three (3) times per year and available to all AEA members both in print and online.

Purchase of an ad in *Electrology World* includes the following at **no additional cost** for the same period as covered by the ad:

- Each ad also displayed in our online Supplier Guide and linked to advertiser website.
- If banner-size images are provided, they will be added to the banner rotation appearing at the top of all pages in the Members and Professionals areas of the AEA website and linked to advertiser website.
- Dedicated page with write-up for each ad in the Services section of the AEA Online Store and linked to advertiser website.



Ad Size	W" x H"	Single Issue	3 Issues (-10%)
Inside Front Cover*	7 1/2 x 10	\$1151	\$1036
Inside Back Cover*	7 1/2 x 10	\$1055	\$ 950
Full Page	7 1/2 x 10	\$ 959	\$ 863
1/2 Page (Horizontal)	7 1/2 x 5	\$ 480	\$ 432
1/3 Page (Vertical)	2 1/4 x 10	\$ 320	\$ 288
1/4 Page	3 3/4 x 5	\$ 240	\$ 216

\*Inside Front Cover and Inside Back Cover are reserved. Contact the AEA Advertising Contact to check availability.

All ads must be provided at the specified dimensions. The AEA reserves the right to alter any ads that do not conform to these specifications.

Issue	Deadline
Winter	November
Spring	March
Fall	July

## Requirements

Ads are restricted to products and services for the electrolysis profession. There will be an additional charge for graphics or copy assistance.

## Print Ad Creatives

Minimum 300 dpi  
 Vector format - AI, EPS, or PDF preferred  
 Four color - CMYK  
 No bleed

## Online Banner Ad Creatives

Minimum 150 dpi  
 Format: JPG, GIF, or PNG  
 No animated gifs  
 Size: 175px x 75px

## Online Supplier Guide and Store Creatives

If not supplied, print ad creative will be used.

Minimum 150 dpi  
 Format: JPG, GIF, or PNG  
 No animated gifs  
 Size: Dependent on ad size  
 Cover or Full Page: 300px x 400px  
 1/2 Page or 1/3 Page: 300px x 200px  
 1/4 Page: 150px x 200px

# Membership Roster

AEA is now allowing advertising placement in the Member Roster. The Roster provides AEA Members with important reference materials and an indexed contact list for all AEA Members as of Dec 1. The printed Roster is highly valued by the Membership and used on a regular basis, making this excellent advertising placement.

**Note: Roster advertisers will receive tear-sheets only. Roster advertisers will not receive a complete roster.**

Ad Size	W" x H"	Roster	With 3X EW (-10%)
Inside Front Cover*	7 ½ x 10	\$867	\$778
Inside Back Cover*	7 ½ x 10	\$791	\$ 712
Full Page	7 ½ x 10	\$ 719	\$ 647
1/2 Page (Horizontal)	7 ½ x 5	\$ 360	\$ 324
1/3 Page (Vertical)	2 ¼ x 10	\$ 240	\$ 216
1/4 Page	3 ¾ x 5	\$ 180	\$ 162

\*Inside Front Cover and Inside Back Cover are reserved. Contact the AEA Advertising Contact to check availability.

All ads must be provided at the specified dimensions. The AEA reserves the right to alter any ads that do not conform to these specifications.

## Requirements

Ads are restricted to products and services for the electrolysis profession. There will be an additional charge for graphics or copy assistance.

## Print Ad Creatives

Minimum 300 dpi  
Vector format - AI, EPS, or PDF preferred  
Grayscale  
No bleed

Issue	Deadline	Mailing	Receipt
Roster	Jan 15	Feb 1	Feb

# Journal of Electrology

The Journal of Electrology (JOE) is a semi-annual publication used by both AEA Members and non-members to earn continuing education units (CEUs). Available in print and online.

Ad Size	W" x H"	Single Issue	2 Issues (-10%)
Inside Front Cover*	5x8	\$539	\$485
Inside Back Cover*	5x8	\$494	\$ 445
Full Page	5x8	\$449	\$404
1/2 Page (Horizontal)	5x4	\$225	\$203

\*Inside Front Cover and Inside Back Cover are reserved. Contact the AEA Advertising Contact to check availability.

All ads must be provided at the specified dimensions. The AEA reserves the right to alter any ads that do not conform to these specifications.

## Requirements

Ads are restricted to products and services for the electrolysis profession. There will be an additional charge for graphics or copy assistance.

## Print Ad Creatives

Minimum 300 dpi  
Vector format - AI, EPS, or PDF preferred  
Grayscale  
No bleed

Issue	Deadline	Mailing	Receipt
February	Jan 15	Feb 1	Feb
August	Jul 15	Aug 1	Aug



# Member Welcome Kits

Welcome Kits are sent to new Members, new Student Members and lapsed Members renewing after three (3) years. These kits contain different items depending on the type of membership, but all include valuable information for the new or returning AEA Member. AEA sends out between 50 and 100 welcome kits each year. Adding your promotional materials to the Member Welcome Kit is a great opportunity to catch the attention of a new electrologist just starting their practice or an established electrologist showing renewed interest in their professional standing.

Insert Size	W" x H"	100 Kit Inserts
Full Sheet	8½x11	\$210
Half Sheet	5½x8½	\$155
Coupon	8x3.75	\$105
Business Card	3½x2	\$55
Catalog/Brochure	8½x11 maximum	\$225 + \$15 per oz*
Product Sample**	8½x11 maximum	\$250 + \$15 per oz*

## Requirements

Ads are restricted to products and services for the electrolysis profession. There will be an additional charge for graphics or copy assistance.

Advertiser must ship 100 pieces to AEA for insertion. Advertiser may request a quote to have insert pieces printed through AEA.

\* Weight rounded up to nearest oz. \$15 minimum

\*\* Welcome Kits ship in a flat catalog envelope. Product samples must fit this format. AEA is not responsible for damage to product samples during mailing.



# Electrology World

Vol. 37, Issue 2  
August 2018



September is  
**PCOS**  
Awareness  
Month

Advocate for your clients living with polycystic ovary syndrome

**Get To Know Your Delegate**

Meet the people who represent you at the national level

### AEA Member Area

The AEA Member Area is all about you. Easily access statistics about your listings, your credentials and your CEUs. Update your information. Find official AEA logos, badges and seals for use on your marketing materials.

Get started today at [members.electrology.com](http://members.electrology.com)

### AEA Online Store

As a member of the American Electrology Association you are now eligible for discounts on a variety of products and services in our Online Store.

Register for your store account at [electrology.com/store](http://electrology.com/store)

As an electrologist, you help people look their best...  
*your website should do the same for you.*

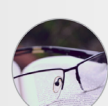
**Marketing Your Electrology Practice Online Just Got Easier**  
Beautiful, no-fuss websites for your electrology practice starting at only \$295  
Immediate Setup • Easy To Customize • Cost Effective • Social Media Ready

### the CPE credential enhancing client care through education



The Certified Professional Electrologist (CPE) credential signifies that your knowledge has been tested and measured against a national standard of excellence. Your commitment to keeping the credential, through ongoing continuing education, exemplifies the highest degree of professionalism.

Board certification is recognized as going above and beyond what is required. As a voluntary credential, this helps promote you as a true professional committed to continuing education pursuits



Board certification demonstrates to other professionals, as well as to the public at large, that you are serious about enhancing your knowledge - thereby better serving them.

Maintaining your certification keeps you current on changes in the profession.

### Check Your CEUs

The AEA makes it easy for you to track your Continuing Education Units, print an official transcript or generate a professional Certificate of Completion from the Annual AEA Convention.

Check your CEU transcript at [electrology.com/ceus](http://electrology.com/ceus)

### CEU Opportunities

Earning Continuing Education Units helps keep you aware of changes in the profession and gives you the tools to respond to those changes. The list of AEA's Pre-Approved Home Study courses and our CEU Event Calendar make it easy for you to keep your license and certification current.

Find CEU Opportunities at [electrology.com/events](http://electrology.com/events) or [electrology.com/homestudy](http://electrology.com/homestudy)

## Inserts

Inserts are available upon request for the Roster, *Electrology World*, and *Journal of Electrology* mailings. In addition to cost of the ad, price is to be determined according to print and number of copies. Insert may be supplied by advertiser or a price quote for printing will also be available. Insert prices available on request.

## Guidelines for Advertising

1. Product/equipment advertising shall accurately reflect the nature and content of the items/products represented.
2. School/educational advertisers shall represent electrolysis in their AEA ad and shall accurately represent their credentials and remain aware of the state regulations from which out-of-state students come.
3. The AEA reserves the right to accept or deny advertising space to any advertiser and to remove existing ads for any reason.
4. All advertising shall be truthful and non-deceptive and fair and in compliance with the rules of the Federal Trade Commission.
5. Advertisers hereby agree to indemnify and hold harmless the American Electrology Association, its publications, affiliates and officers, from all claims, loss or damages it or they may sustain arising out of the publication of Advertiser's advertisement, copy or materials, including reasonable attorney's fees to defend any claim or suit arising therefrom.
6. Advertisers will be held responsible for all costs of collection of unpaid invoices including attorney's fees.

## Payment Schedule

Advertisers are required to sign an Agreement/Contract for the publishing year.

AEA requires payment IN ADVANCE. Payment is due within thirty (30) days of the initial invoice date. Advertising privileges will be suspended on accounts over 90 days past due.

Payment of Roster/EW/JOE issues on contract may be paid-in-full or prior to each issue separately. Credit card payment for full year preferred - discount applies.

Advertiser shall submit to AEA all copy by publication submission deadline. Alterations requiring additional work will be charged at current rates. When no other copy is provided by advertiser by the submission deadline date, the AEA may insert previous advertisement.

Insertion orders (EW and Roster only) are binding after deadline dates. Cancellations must be received before deadline date. Advertisers canceling after this date will be billed for space ordered.

# AEA Advertising Contract

1. Use this contract worksheet to indicate the advertising products you want and determine your Contract Total. If the cost of an ad product is not prefilled, then it is variable based on your selections and available discounts. Use the information in this packet to determine the correct cost for these ad products.
2. Complete and sign the contract authorization.
3. Mail, email, or fax your signed contract to the AEA Advertising Contact.
4. Once your Contract is reviewed, you will receive an online payment link.
5. You will be contacted for any additional details needed to complete your ad products.

## AEA Advertising Contact

**Karen Portnoff**

710 Tennent Road

Manalapan, NJ 07726

Phone: 732-536-8999

Fax: 732-536-9564

advertisingaea@electrology.com

<b>Electrology World</b>					
Ad Size	Issue #1	Issue #2	Issue #3	Total	
Inside Front Cover (reserved)	\$	\$	\$	\$	
Inside Back Cover (reserved)	\$	\$	\$	\$	
Full Page	\$	\$	\$	\$	
1/2 Page (Horizontal)	\$	\$	\$	\$	
1/3 Page (Vertical)	\$	\$	\$	\$	
1/4 Page	\$	\$	\$	\$	
<b>Electrology World Total</b>					<b>\$</b>

<b>Member Roster</b>			
Ad Size		Roster	Total
Inside Front Cover (reserved)		\$	\$
Inside Back Cover (reserved)		\$	\$
Full Page		\$	\$
1/2 Page (Horizontal)		\$	\$
1/3 Page (Vertical)		\$	\$
1/4 Page		\$	\$
<b>Member Roster Total</b>			<b>\$</b>

<b>Journal of Electrology</b>				
Ad Size	Issue #1	Issue #2	Total	
Inside Front Cover (reserved)	\$	\$	\$	
Inside Back Cover (reserved)	\$	\$	\$	
Full Page	\$	\$	\$	
1/2 Page (Horizontal)	\$	\$	\$	
<b>Journal of Electrology Total</b>				<b>\$</b>

# AEA Advertising Contract

<b>School and Training Program Listings</b>				
Ad	Quantity	Cost Each	Total	
School/Training Program Listing		\$350	\$	
<b>School and Training Program Listings Total</b>				\$

<b>Welcome Kit Inserts (100)</b>				
Insert Size	Quantity	Cost	Total	
Full Sheet		\$210	\$	
Half Sheet		\$155	\$	
Coupon		\$105	\$	
Business Card		\$55	\$	
Catalog/Brochure		\$	\$	
Product Sample		\$	\$	
<b>Welcome Kit Inserts Total</b>				

<b>Contract Total</b>	\$
-----------------------	----

## Authorization for Advertising

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
Contact Email

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date