

Proposed Advertising Guidelines

ISPI DFW Chapter

Event Calendar

Members of the local HPT community may submit information on local events for publication on the web site and in the Event Calendar included in the monthly newsletter. For inclusion, submissions must be received via e-mail (communications@ispidfw.org) no later than the first Monday of the month of publication.

Basic event information will be published free of charge.

Advertising

If you wish to promote your event, product or services, there are several options for communicating with our members.

- Sponsor the monthly newsletter – Sponsorship includes up to five lines of text, company name or logo and a URL that will be distributed to the membership and newsletter mailing lists.
- Sponsor the monthly meeting – Sponsorship includes recognition in all materials published about the meeting, a sign with the company logo at the event, and verbal recognition by the ISPI DFW President during the meeting.
- Sponsor monthly program reminder – Sponsorship includes three lines of text, company name or logo and a URL. This includes one e-mail to the membership and newsletter mailing lists three days prior to the monthly meeting.
- Advertise in the monthly newsletter – Text or graphic ad will be placed between sections of the newsletter. The ad will include up to three lines of text, company name or logo, and a URL. The newsletter is distributed to the membership and newsletter mailing lists. A maximum of two ads will be inserted in each newsletter.

Rate card information is provided below. Please contact Stacey H. Johnson, CPT, at communications@ispidfw.org to inquire about available opportunities.

Type of Advertising	One to three insertions	Four to six insertions	Seven+ insertions
Newsletter sponsorship	\$150 each	\$127.50 each	\$105 each
Meeting sponsorship	\$500 each	\$425 each	\$350 each
Program reminder sponsorship	\$100 each	\$85 each	\$70 each
Newsletter advertising	\$100 each	\$85 each	\$70 each