



# CSHA

California Speech-Language-Hearing Association  
Changing Lives Through Communication

## ADVERTISING OPPORTUNITIES



**Promote your brand in one of the nation's largest  
speech-language pathology markets.**

***CSHA Magazine & Website***

[www.csha.org](http://www.csha.org)

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

# California Speech-Language-Hearing Association

## CSHA Quick Facts:



Our members spend **more than \$352 million** on products and services annually.



Our association represents **more than 4,600** professionals in speech-language pathology.

# SLP

The state of California is the **2nd largest** speech-language pathology market in the country.

## Who You'll Reach

The *CSHA Magazine* and website reaches key decision-makers that work in a variety of settings in California including:

- Hospitals
- Agencies
- Schools & Universities
- Private Practice
- Rehabilitative Facilities
- Clinics

**CSHA Magazine  
and Website  
[www.csha.org](http://www.csha.org)**



**Our magazine  
will also be  
available on a  
digital platform  
on CSHA.org**

**Reach speech-language pathologists throughout the state of California.  
Contact your Naylor account executive today!**

# CSHA Magazine

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$3,499.50	\$3,149.50	\$2,799.50
Outside Back Cover	\$2,599.50	\$2,399.50	\$2,199.50
Inside Front or Inside Back Cover	\$2,299.50	\$2,099.50	\$1,899.50
Full Page	\$1,999.50	\$1,799.50	\$1,599.50
2/3 Page	\$1,729.50	\$1,559.50	\$1,379.50
1/2-Page Island	\$1,479.50	\$1,329.50	\$1,179.50
1/2 Page	\$1,269.50	\$1,139.50	\$1,019.50
1/3 Page	\$959.50	\$859.50	\$769.50
1/4 Page	\$739.50	\$669.50	\$589.50
1/6 Page	\$579.50	\$519.50	\$459.50
1/8 Page	\$449.50	\$399.50	\$359.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
 This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

Skyscraper | \$1,750

Sponsorship | \$1,500

Toolbar | \$500

Online Specifications - For more information, visit: [www.naylor.com/linespecs](http://www.naylor.com/linespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of December 2016)



# PUBLICATION TITLE

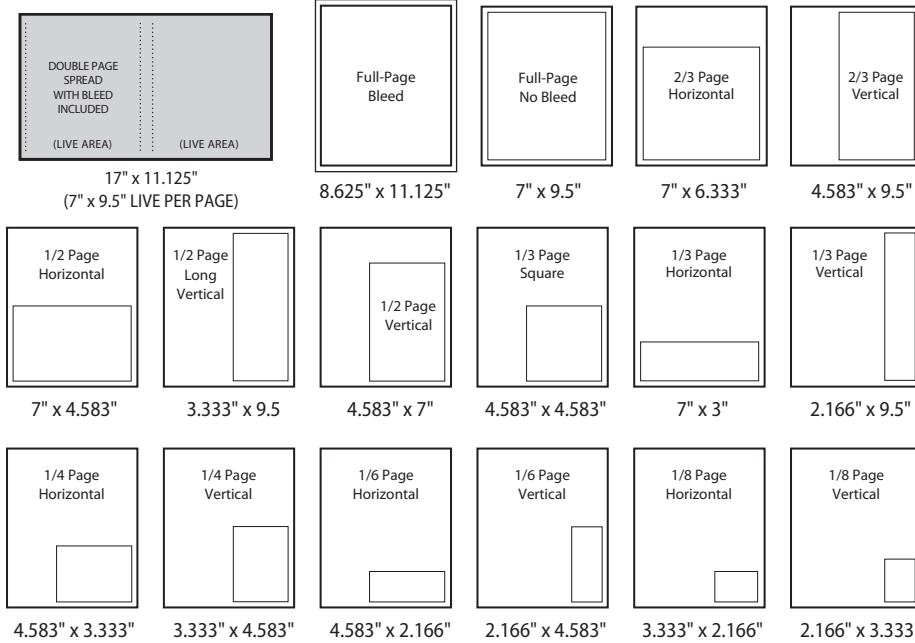
## Content Calendar

Issue	Features	Ships
Spring 2017 (SLH-Q0117)	CSHA Scholars	May 2017
Summer 2017 (SLH-Q0217)	Post Convention and Election Nominations	June 2017
Fall 2017 (SLH-Q0317)	Election	Sept. 2017
Winter 2017 (SLH-Q0417)	Pre-Convention	Dec. 2017

# PUBLICATION TITLE

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

- 1 Pg / 1 Surface 8.375" x 10.875"      Postcards 6" x 4.25"
- 1 Pg / 2 Surface 8.375" x 10.875"      Heavy Card Stock Insert 8.25" x 10.75"
- 2 Pg / 4 Surface 8.375" x 10.875"      Postal flyersheets 8.5" x 11"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"  
**Full-Page Live Area:** 7" x 9.5"

**Digital Edition - For more information, visit:** [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# CSHA Magazine digital edition

## Digital Edition – [www.naylornetwork.com/slh-nxt/](http://www.naylornetwork.com/slh-nxt/)

In addition to print, *CSHA magazine* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the CSHA's website. An archive of issues is available, securing your ad a lasting online presence.*

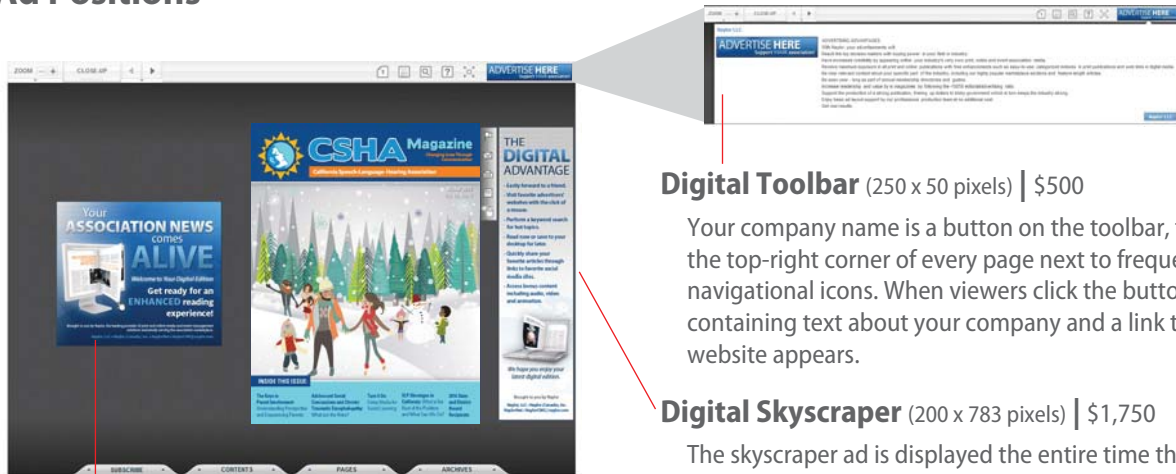
### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Toolbar (250 x 50 pixels) | \$500

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$1,750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Edition Sponsorship (550 x 480 pixels) | \$1,500

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# PUBLICATION TITLE

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> AAC Evaluation                  | <input type="checkbox"/> Cochlear Implants           | <input type="checkbox"/> Newborn Hearing Screening    |
| <input type="checkbox"/> Accent Reduction/ Modification  | <input type="checkbox"/> Cognitive Rehabilitation    | <input type="checkbox"/> Nutrition                    |
| <input type="checkbox"/> Aerodynamics                    | <input type="checkbox"/> Consulting                  | <input type="checkbox"/> Oral Motor                   |
| <input type="checkbox"/> Alert Alarm Systems             | <input type="checkbox"/> Continuing Education        | <input type="checkbox"/> Otoacoustic Emissions        |
| <input type="checkbox"/> Alternative Keyboard            | <input type="checkbox"/> Custom Earplugs             | <input type="checkbox"/> Picture Board Generator      |
| <input type="checkbox"/> Aphasia                         | <input type="checkbox"/> Deep Canal Devices          | <input type="checkbox"/> Point of Care                |
| <input type="checkbox"/> Archiving Software              | <input type="checkbox"/> Display Aids                | <input type="checkbox"/> Practice Management Software |
| <input type="checkbox"/> Articulation                    | <input type="checkbox"/> Earphones                   | <input type="checkbox"/> Pragmatics                   |
| <input type="checkbox"/> Artificial Larynx               | <input type="checkbox"/> Educational Materials       | <input type="checkbox"/> Real Ear Measurement         |
| <input type="checkbox"/> Assessments                     | <input type="checkbox"/> Electrolarynx               | <input type="checkbox"/> Recording Devices            |
| <input type="checkbox"/> Assistive Listening Devices     | <input type="checkbox"/> Environmental Control       | <input type="checkbox"/> Recruiting                   |
| <input type="checkbox"/> Attention Memory Training       | <input type="checkbox"/> Eyegaze Systems             | <input type="checkbox"/> Rehabilitation Services      |
| <input type="checkbox"/> Audiometers                     | <input type="checkbox"/> Financial Services          | <input type="checkbox"/> Signaling Systems            |
| <input type="checkbox"/> Auditory Processing             | <input type="checkbox"/> FM Systems                  | <input type="checkbox"/> Single Sided Deafness        |
| <input type="checkbox"/> Auditory Training               | <input type="checkbox"/> Group Purchasing            | <input type="checkbox"/> Software                     |
| <input type="checkbox"/> Augmentative Communication      | <input type="checkbox"/> Hands-free Accessories      | <input type="checkbox"/> Sound Rooms                  |
| <input type="checkbox"/> Aural Rehabilitation            | <input type="checkbox"/> Hearing Aid Equipment       | <input type="checkbox"/> TDD/TTY Systems              |
| <input type="checkbox"/> BAHA Implantables               | <input type="checkbox"/> Infant Hearing              | <input type="checkbox"/> Therapy Documentation        |
| <input type="checkbox"/> Balance Disorder Rehabilitation | <input type="checkbox"/> Infection Control           | <input type="checkbox"/> Tinnitus                     |
| <input type="checkbox"/> Billing Software                | <input type="checkbox"/> Insurance                   | <input type="checkbox"/> Tracheotomy                  |
| <input type="checkbox"/> Biofeedback                     | <input type="checkbox"/> Laryngeal Imaging           | <input type="checkbox"/> Traumatic Brain Injury       |
| <input type="checkbox"/> Bone Conductors & Receivers     | <input type="checkbox"/> Laryngectomy Supplies       | <input type="checkbox"/> Velcro                       |
| <input type="checkbox"/> Business Management Software    | <input type="checkbox"/> Log Books                   | <input type="checkbox"/> Verbal Apraxia               |
| <input type="checkbox"/> Cerumen Management              | <input type="checkbox"/> Medical Documentation       | <input type="checkbox"/> Vibrotactile Aids            |
| <input type="checkbox"/> Classroom Acoustics             | <input type="checkbox"/> Middle Ear Implants         | <input type="checkbox"/> Voice Amplifiers             |
| <input type="checkbox"/> Classroom Supplies              | <input type="checkbox"/> Mobile Testing              | <input type="checkbox"/> Voice Recognition            |
| <input type="checkbox"/> Cleft Palate                    | <input type="checkbox"/> Modified Barium Study       | <input type="checkbox"/> Word Prediction              |
| <input type="checkbox"/> Clinical Documentation          | <input type="checkbox"/> Multicultural Communication | <input type="checkbox"/> Word Processor               |
|  |  | <input type="checkbox"/> Workshops                    |

*One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.*

**Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# CSHA Website

## Advertising on the CSHA Website –www.csha.org

Advertising on the CSHA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to csha.org to learn about upcoming association events, discover ways to maximize their CSHA membership, view the latest issues of CSHA Magazine digital edition. Advertising on www.csha.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of speech pathology professionals.

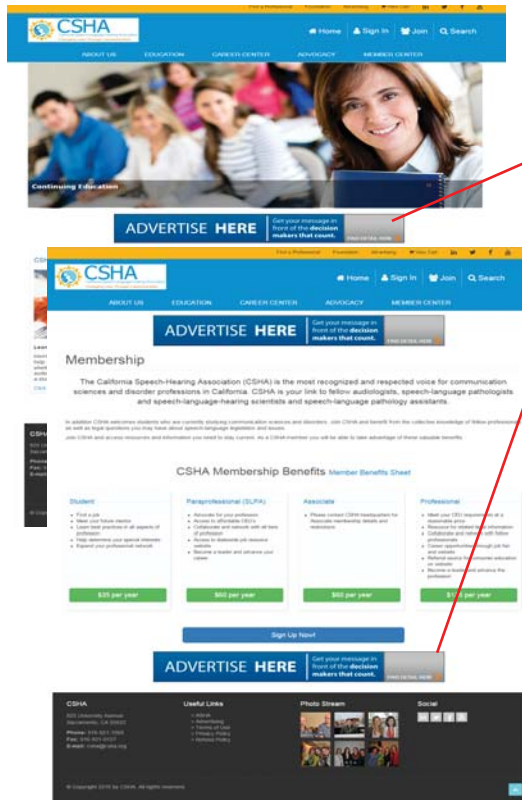
### Features of CSHA website advertising:

- Cross-promoted in other CSHA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, csha.org receives:

- More than 2,500 unique visitors per month
- More than 4,300 visits per month
- More than 18,200 page views per month
- Sessions lasting more than 3 minutes

\*Traffic numbers from 07/2016 - 12/2016



### Banner Package

No matter what page of CSHA's website your message will be prominently displayed! Your ad will be displayed on the Home Page and selected popular Sub-Pages of the website. Max of 7 companies rotating.

- Leaderboard 728 x 90 pixels
- Specs for mobile responsive 468 x 60 pixels

12 months | \$1,950

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