

2016 *LifelineLetter* Advertising Contract

Paid advertising is a benefit the Oley Foundation offers corporate partners who have **donated at least \$1,000 within the past twelve months**. The *LifelineLetter* circulates to **15,000+** home nutrition support patients, home care providers and health care professionals in **43 countries**.

1. Ad Rates & Specifications

Ad Size	Actual Dimensions	B&W	4-Color
1/4 page (square)	3.66" (w) x 3.66" (h)	\$1,000	\$1,500
1/3 page (vertical)	2.375" (w) x 9.315" (h)	\$1,250	\$1,750
1/2 page (vertical)	3.66" (w) x 9.315" (h)	\$1,800	\$2,300

Advertisers should submit camera-ready, high resolution PDF files to dahlr@mail.amc.edu. **Files should be ≤4MB or sent via DropBox. Please call to confirm receipt.** We do not offer "bleeds" and all area within the quoted dimensions is "live." Back up files (InDesign, PhotoShop or Illustrator documents, with supporting postscript fonts and graphic files) may be needed if there is a problem with the pdf.



If your company has donated \$5,000 or more in the past year, your company is entitled to free and/or discounted advertising.

2. Advertising Agreement

Advertisers should comply with the advertising policies and guidelines on right.

3. Publication Deadlines

<u>Issue Date:</u>	<u>Tentative Ad Deadlines:</u>
Jan/Feb 2016	November 9, 2015
Mar/Apr 2016	April 4, 2016
May/June 2016	May 9, 2016
July/Aug 2016	July 18, 2016
Sept/Oct 2016	September 12, 2016
Nov/Dec 2016	November 30, 2016

4. Submit Your Materials, Payment

Make checks payable to "The Oley Foundation" OR charge your VISA, Mastercard or AmEx at www.oley.org. A **\$1,000 minimum donation** must accompany the advertising fee if your company hasn't donated to the Foundation within the past 12 months.

send materials to: dahlr@mail.amc.edu (**Files should be ≤4MB. Please call to confirm receipt.**)

send checks to: The Oley Foundation
43 New Scotland Ave., MC-28
Albany Medical Center
Albany, NY 12208

Ad Policies

Paid advertisements are available only to corporate partners who have donated \$1,000 or more to the Oley Foundation within the past twelve months. Materials and payment must be received by the deadline. Advertising policies, procedures, rates and sizes are subject to change at any time without notice.

The Oley Foundation reserves the right to evaluate all statements and images in advertisements, and to reject any advertisement that in the sole judgment of its editorial advisors does not conform to the Oley Foundation's policies or mission. The Oley Foundation retains full editorial control over all advertisements that appear in the *LifelineLetter*. You will be notified if the Oley Foundation advisors find the copy and/or images unacceptable for publication in the *LifelineLetter*.

Guidelines

1. Advertisements that mention or criticize a competing company or a competing company's products are unacceptable.
2. Advertisements cannot contain photographs of, or testimonials from, Oley trustees, staff, ambassadors or their family members.
3. Advertisements should not contain statements that are misleading, exaggerated, subject to misinterpretation, or contrary to accepted, scientific findings.
4. Statements of properties, performance or beneficial results of products should be such that they can be verified by adequate data published in scientific literature.
5. Support documentation verifying claims must be submitted to the editor upon request before an advertisement will be accepted for publication.
6. The Oley Foundation retains control over positioning of all advertisements in the *LifelineLetter*.
7. The Oley Foundation will not accept, or refund payment for, cancellations made after the deadline date.
8. Advertiser assumes liability for all content of advertisements.

For more information contact Roslyn Dahl at (518) 262-5079 or dahlr@mail.amc.edu.