

2018 Advertising Information for the ESOP Report

(Effective January 1, 2017)

General information about the *ESOP Report*:

- **Readership/Demographics:** The *ESOP Report* is the official, full color newsletter of The ESOP Association and is distributed to all corporate, professional, affiliate, and educational members. It also is distributed to potential members, members of the media, and members of Congress.
- **Page Count:** The *ESOP Report* is published in a 12 page format 10 to 12 times per year. In 2018, 12 issues of the *ESOP Report* are planned.
- **Content:** The *ESOP Report* features regular columns (such as the President's Page, the Ownership Advantage Column, the Legal Update, and the Washington Report), and covers Association events, government relations activities, member news, Chapter news and events.

Requirements and Guidelines:

- Only members of The ESOP Association may purchase advertising in the *ESOP Report*. The ESOP Association does not accept advertising from non-members.
- No company may purchase more than **four** advertisements in a 12-month period.
- All advertisements must be submitted electronically to media@esopassociation.org.
- Acceptable files formats include jpegs and vector files at 300 dpi. Hard copy advertisements and word processor files are not accepted.
- Ads must be submitted *at least three weeks prior to publication*. (For examples, an ad slated for the September issue must be submitted during the first week of August.)
- Advertisements run on a "first-come, first-serve" basis.
- Payment must be rendered in advance to reserve space. There are no refunds on advertising.
- The Association reserves the right to reject any ad that:
 - Competes with or degrades an Association event, program, or product.
 - Does not meet the standards to which our members are accustomed. (This includes the use of company names that are not members of the Association and negative connotations.)
 - Is not in line with its vision and mission.
 - Comes from direct or indirect competitors.
- The publisher or editor of the *ESOP Report* shall not be liable for:
 - Errors in an advertiser's text.
 - Delays in delivery or non-delivery in the event of production difficulties.
 - Failure to insert an advertisement for any reason.

Prices and Sizes:

<u>Ad Size</u>	<u>Dimensions</u>	<u>Price</u>	<u>Limitations</u>
1/4 page	4 ⁷ / ₈ " h x 3 ⁵ / ₈ " w	\$500	Placed at Editor's Discretion
1/2 page	4 ⁷ / ₈ " h x 7 ¹ / ₂ " w	\$900	Back page placement only

(Full page and classified advertisements are not available in the newsletter.)

For more information, or to submit an advertisement, contact:

Patrick Mirza, Director of Communications

The ESOP Association, 1200 18th Street, NW, Suite 1125, Washington, D.C. 20036

E-mail: Patrick@esopassociation.org Phone: (202) 293-2971