



# National Guardianship Association

www.guardianship.org • 877-326-5992 • info@guardianship.org

## Marketing Options to Build Your Brand

The National Guardianship Association (NGA) has a membership of more than 1,100 individuals and businesses that provide guardianship services directly to their own clients, or who are affiliated with the guardianship profession. Founded in 1988, NGA was created to strengthen guardianship and its related services through quality assurance, networking and education.

Every day, guardians, fiduciaries and conservators across the nation make decisions for hundreds of thousands of people who have been appointed to their care by the courts. They purchase services, manage finances, handle real estate transactions, plan funerals, select living arrangements and make all the choices for their wards that these individuals would make on their own if they could. NGA members mainly work with adult wards making decisions related to their life needs.

### You should be advertising with NGA if you provide services like these:

Banking	Investments	Trusts	Insurance
Legal	Real Estate	Title Search	Home Care
Assisted Living	Senior Housing	Home Improvement	Mortuary
Pre-Planned Funerals	Medical Supplies	Senior Care Items	Cleaning
Organizing	Computer Software	Accounting	Taxes

When you advertise with NGA, your company's products and services will be uniquely presented to a very targeted market. Because we are focused, we are able to offer advertisers one-on-one service that ensures that your company gets the greatest benefit from its marketing investment.



### NGA's Newsletter: *The National Guardian*

- Distributed bimonthly by email to NGA members throughout the U.S. and several other countries (sample available on request)
- Regional issues distribute identical content with geographic-specific ads to promote regional businesses
- Permanently archived and available for members to read on the NGA website
- Contains feature articles, industry news, reports on NGA activities, member information and issues of interest to members
- Ads priced in color
- Ad rates are discounted for NGA members or businesses who wish to advertise in specific regions

### NGA Colloquium on Guardianship

Due to NGA's participation in the 3<sup>rd</sup> World Congress on Adult Guardianship, there will not be a Colloquium on Guardianship in 2014. For more information on the World Congress, visit [www.WorldCongressGuardianship.org](http://www.WorldCongressGuardianship.org).

### NGA National Conference on Guardianship

NGA's annual National Conference on Guardianship in October offers opportunities for companies to take the spotlight as exhibitors or as sponsors of events, featured speakers and breakout sessions. The conference brings together as many as 450 people.

#### 2014 National Conference on Guardianship

October 18 - 21, 2014

New Orleans Marriott, New Orleans, LA

**Your advertising contact with NGA is Rachel Jarabeck.**

**To place an ad or learn more about your marketing opportunities:**

**Call Toll Free: 877-326-5992 • email: [info@guardianship.org](mailto:info@guardianship.org) • [www.guardianship.org](http://www.guardianship.org)**

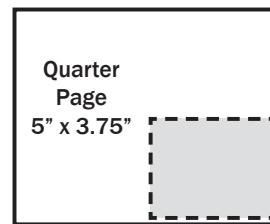
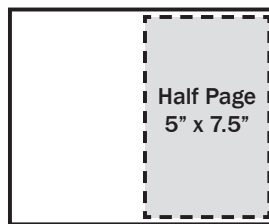
# Newsletter Advertising

(single issue rates stated per bimonthly issue)

The NGA membership list has been divided into five market regions to help advertisers reach targeted audiences. Each region offers approximately the same number of members and foreign members are grouped in the closest region. Advertisers may specify the region(s) they wish to reach. Quarter page ads are only available for nationwide placement. The regions are:

- Northeast** Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, District of Columbia, Maryland, West Virginia and Ohio
- Southeast** Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee and Kentucky
- Midwest** Michigan, Indiana, Illinois, Missouri, Arkansas, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa and Wisconsin
- Southwest** Oklahoma, Texas, New Mexico, Arizona and Colorado
- West** Utah, Wyoming, Montana, Idaho, Washington, Oregon, Nevada, California, Alaska and Hawaii

	Member Full Year (6 issues)	Member Single Issue	Non-Member Full Year (6 issues)	Non-Member Single Issue
Full Page Nationwide 10" wide X 7.5" high	\$600	\$200	\$750	\$250
Full Page Single Region 10" wide X 7.5" high	\$200	\$50	\$300	\$75
Half Page Nationwide 5" wide X 7.5" high	\$375	\$125	\$525	\$175
Half Page Single Region 5" wide X 7.5" high	\$140	\$35	\$200	\$50
Quarter Page Nationwide 5" wide X 3.75" high	\$270	\$90	\$360	\$120



## Newsletter Ad Specifications

**Ad rates are quoted for color copy.** Black & white can be substituted, but there will be no reduction in rates.

To qualify for quoted rates, ads must be submitted in final form using one of the following formats: (Documents created on the MAC platform can only be accepted as a PDF.)

- High resolution TIF or JPG (Must be 300 dpi or higher.)
- PDF created in Acrobat Distiller, not PDF Writer. (Provide a high resolution PDF file and embed the fonts.)
- Production-ready hard copy. (This will be scanned and reproduction quality cannot be guaranteed.)

**Enlarging or reducing existing ads:** For best results, submit ads that are properly sized. It is not possible to guarantee reproduction quality when enlarging or reducing existing ads, especially those that contain screens or photos. For optimal quality, digital ads must be at least 300 dpi. Production-ready hard copy ads with screens or half-tones are especially prone to reduced quality when enlarged or reduced. NGA is not responsible for reproduction quality of an ad that is below standards.

**Ad Design Services:** Contact us if you need assistance designing your ad for our publications. Design service can be made available for an additional fee.

### Acceptance Terms for All Advertising:

Ads are non-commissionable and the official insertion contract must be used

Ads must be production-ready to receive quoted rates

Any change in production of repeat or new ad copy may be subject to additional cost

Payment due before ad is published

No refunds granted for cancellation of ads after the stated deadline for publication



# 2014 Advertising Contract

Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_ Please add my name to the mailing list to receive information about the 2014 National Conference, October 18-21, New Orleans, LA.

### Newsletter Advertising (Be sure to indicate issues in which you wish to place ads and the ad size.)

#### MEMBER FULL YEAR, BEGINNING IN THE \_\_\_\_\_ ISSUE

Nationwide	Regional ad for the _____ region(s)
_____ \$600 Full Page Nationwide	_____ \$200 Full Page Regional (____ regions at \$200 = \$_____ total)
_____ \$375 Half Page Nationwide	_____ \$140 Half Page Regional (____ regions at \$140 = \$_____ total)
_____ \$270 Quarter Page Nationwide	

#### MEMBER SINGLE ISSUE FOR \_\_\_ FEBRUARY \_\_\_ APRIL \_\_\_ JUNE \_\_\_ AUGUST \_\_\_ OCTOBER \_\_\_ DECEMBER

Nationwide	Regional Ad for the _____ region(s)
_____ \$200 Full Page Nationwide	_____ \$50 Full Page Regional (____ regions at \$50 = \$_____ total)
_____ \$125 Half Page Nationwide	_____ \$35 Half Page Regional (____ regions at \$35 = \$_____ total)
_____ \$90 Quarter Page Nationwide	

#### NON-MEMBER FULL YEAR, BEGINNING IN THE \_\_\_\_\_ ISSUE

Nationwide	Regional Ad for the _____ region(s)
_____ \$750 Full Page Nationwide	_____ \$300 Full Page Regional (____ regions at \$300 = \$_____ total)
_____ \$525 Half Page Nationwide	_____ \$200 Half Page Regional (____ regions at \$200 = \$_____ total)
_____ \$360 Quarter Page Nationwide	

#### NON-MEMBER SINGLE ISSUE FOR \_\_\_ FEBRUARY \_\_\_ APRIL \_\_\_ JUNE \_\_\_ AUGUST \_\_\_ OCTOBER \_\_\_ DECEMBER

Nationwide	Regional Ad for the _____ region(s)
_____ \$250 Full Page Nationwide	_____ \$75 Full Page Regional (____ regions at \$75 = \$_____ total)
_____ \$175 Half Page Nationwide	_____ \$50 Half Page Regional (____ regions at \$50 = \$_____ total)
_____ \$120 Quarter Page Nationwide	

#### DEADLINES:

February – Reserve Space by January 4; copy due January 18	August – Reserve Space by July 5; copy due July 19
April – Reserve Space by March 1; copy due March 15	October – Reserve Space by September 6; copy due September 13
June – Reserve Space by May 3; copy due May 17	December – Reserve Space by November 1; copy due November 15

Total Payment \$ \_\_\_\_\_

NGA Federal ID #: 36-3591860

Please email me a receipt for my records.

To Mail: send check or money order payable to NGA  
with contract to:

NGA, 174 Crestview Drive, Bellefonte, PA 16823-8516  
Toll Free: 877-326-5992 • email: info@guardianship.org  
Or Fax contract with credit card payment to: 814-355-2452

Credit Card Information: \_\_\_ Visa \_\_\_ MasterCard

\_\_\_\_\_  
Name on card (printed)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Security Code

#### Instructions for Submitting Ad Copy

\_\_\_\_ We will email digital artwork to: rachel@heusergroup.com

\_\_\_\_ We will mail camera-ready hard copy. (Call 877-326-5992 for editorial mailing address)

#### Contract Regulations

- 1) A contract must be completed and signed by all advertisers.
- 2) First-time advertisers must pay in full within ten (10) days of reserving space.
- 3) Payment for ads is required within thirty (30) days of billing.
- 4) Contents of ads are subject to approval. NGA reserves the right to reject or cancel any ad, insertion order or space reservation at any time.

- and all claims and conditions printed in the ad.
- 6) Advertisements are positioned at the discretion of the editor, except where a specific position is purchased.
  - 7) If copy is not received by the stated deadline, the ad will be canceled and the advertiser will be responsible for paying for the contracted space.
  - 8) Cancellations or changes in specifications may not be made by the advertiser after the closing date to reserve space.