

# AAND SPONSORSHIP & ADVERTISING RATE CARD – 2023

## Website Banners & Box Ads (no e-broadcasts) – Continuing Education, Vendor Product Ads & similar

- Landing page - **\$800** Big Box ad for 60 days, **\$500** for Button ad for 60 days
- Non-Landing page – Select page availability - **\$500** Big Box ad for 60 days, **\$400** for Button ad for 60 days
- Non-Landing page Banner - **\$500** for 60 days

## Classified Ad (e-broadcast and website classifieds page posting)

Each ad will be included in two consecutive e-broadcasts to membership and one month on our website. The ad submission deadline is the first Tuesday and third Tuesday of the month with the e-broadcasts going out approximately the second and fourth\* Wednesdays of the month. Ads are not automatically renewed; you must notify us within one week of the deadline.

### Practice Ads, Job Ads, Office Space ads and similar:

- 1) Members: free of charge
- 2) Non-members: **\$125.00**
- 3) Non-profit organization: **\$50.00**
- 4) Small corporate (20 employees or less): **\$185.00**
- 5) Large corporate (21+ employees): **\$375.00**

### Continuing Education, Vendor Product Ads and similar:

- 1) Members: **\$200\***
- 2) Non-members: **\$300\***
- 3) Non-profit organization: **\$250\***
- 4) Small corporate (20 employees or less): **\$400\***
- 5) Large corporate (21+ employees): **\$600\***
- 6) Schools, Associations, and Organizations in the business of offering courses: contact us at [info@albertands.org](mailto:info@albertands.org) (\*This definition shall also apply to categories 1-5)

All ads should be under 300 words in word format only and may include a small graphic (size limit of the photo is 25MB). [Once a year the fourth Wednesday may end up falling to the first week of the following month.]

## Member Communications (no website placement) – Continuing Education, Vendor Product Ads & similar

- Box ad – in 4 consecutive bi-weekly e-broadcasts to Members
  - Members: **\$300**
  - Non-members: **\$450**
  - Non-profit organization: **\$375**
  - Small corporate (20 employees or less): **\$600**
  - Large corporate (21+ employees): **\$800**
- Button ad – in 4 consecutive bi-weekly e-broadcasts to Members
  - Members: **\$200**
  - Non-members: **\$300**
  - Non-profit organization: **\$250**
  - Small corporate (20 employees or less): **\$375**
  - Large corporate (21+ employees): **\$500**

### How to place an ad:

Email us your complete ad by the deadline

We will send you an invoice, if applicable

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Pay the invoice, if applicable

We post your ad on the next scheduled date

**Virtual 1-hour Webinar Vendor Series - \$1300** - 9 opportunities available per year, choose ONE month (uptake not guaranteed)

- Promote your company, product, or solution with your *instructional content* up to 60 minutes (ie the presentation needs to be educational in nature)
- Opportunity to include one, up to 2-minute promo video
- Utilized with AAND's delivery platform
- AAND provides the website promotion
- AAND provides the membership e-broadcast promotion
- AAND provides the registration process to members and non-members (AAND reserves the right to charge a registration fee, which is retained by AAND)

**Seminar Sponsorship - \$1500** – (Sponsorship of an AAND hosted seminar. Availability not guaranteed, no payment invoiced or taken until seminar sponsorship availability confirmed)

- Logo recognition in all electronic and web & social media related to the Seminar
- Logo recognition on AAND website/event webpage
- Opportunity to provide one x up to 2-minute promo video
- Provides one delegate registration to sponsored Seminar
- Opportunity to provide a draw prize

**Want to deliver a Seminar?** - AAND is accepting proposals [here](#).

### **Build to Suit**

Tell us your needs and we will work with you to develop a win-win Sponsorship opportunity.

### **Biennial Conference**

Sponsor and Exhibiting Information to be launched approximately 6 months in advance of the event.

Next conference will be in 2024.

**Please note that all sponsorship and advertising will be related to the naturopathic profession and AAND reserves the right to decline sponsorship or advertising without prejudice.**

For more information or to move forward with a marketing opportunity, please contact us at [info@albertands.org](mailto:info@albertands.org)