

# AUTISM DIGEST

ADVERTISING PARTNERS



## the leading publication on autism and sensory issues since 1999



Since 1999, Autism Digest has been a leading publication dedicated to providing resources, support, and information to individuals and families affected by autism. With a focus on both practical and personal perspectives, our publication offers a unique approach to autism care by sharing the latest research and developments in the field, as well as personal stories from those on the autism spectrum.

Our readership includes parents, caregivers, educators, therapists, medical professionals, and individuals on the autism spectrum themselves. With a quarterly print publication and an active online presence, Autism Digest reaches a diverse and engaged audience.

By partnering with Autism Digest, you can connect with a highly targeted audience of individuals who are actively seeking information and support related to autism. Whether you are looking to increase brand visibility, launch a new product, or demonstrate your commitment to supporting individuals on the autism spectrum, we can work with you to develop a tailored marketing strategy that meets your goals and objectives. Contact us today to learn more about how we can help you make an impact in the autism community.

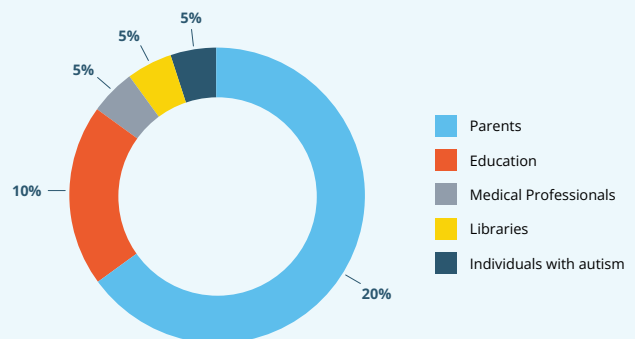
## at a glance:

- **First** national magazine devoted to autism – Established 1999
- **Reach a large, engaged audience:** Autism Digest has grown to become one of the most read magazines in the autism community, reaching thousands of readers each month.
- **Connect with a passionate community:** Autism Digest readers are passionate about autism-related news, research, advocacy, and more.
- **Expand brand recognition:** By advertising with Autism Digest, brands can reach a large, engaged audience and increase awareness of their products and services.
- **Build relationships with the autism community:** Advertising with Autism Digest offers brands the opportunity to connect with the autism community and build relationships with key influencers.
- Significant portion of Autism Digest’s columnists are recognized as authoritative international speakers at conferences. Moreover, our publication takes pride in featuring numerous autistic authors and columnists who offer unique and valuable perspectives on the experiences of those on the autism spectrum.

- Published quarterly (February, May, August, November) in high-quality, four-color print format.
- Winner of National Parenting Publications Award (NAPPA), Mom’s Choice Awards’ Gold Recipient, the Mar Com’s Award for Publication Excellence and, in the last three years, the Best Media/ Magazine For Parents, Creative Child Awards.



## READERSHIP AND CIRCULATION



## the benefits of advertising with us:



### 1. REACH A TARGETED AUDIENCE:

Autism Digest has a highly engaged readership of individuals and families affected by autism, as well as professionals working in the field. By advertising with us, you can reach a targeted audience of individuals who are actively seeking information and support related to autism.



### 2. BUILD BRAND AWARENESS:

Partnering with Autism Digest can help you increase brand visibility and awareness among a dedicated and loyal audience. Whether you are looking to promote a product, service, or event, our publication can help you reach a diverse and engaged audience.



### 3. DEMONSTRATE YOUR COMMITMENT TO THE AUTISM COMMUNITY:

By advertising with Autism Digest, you can demonstrate your commitment to supporting individuals on the autism spectrum and their families. Our publication is dedicated to providing resources and support to the autism community, and by partnering with us, you can show that you share our values and mission.



### 4. FLEXIBLE ADVERTISING OPTIONS:

We offer a range of advertising options to meet your needs and budget, including print and digital advertising, sponsored content, and customized marketing campaigns. Our team can work with you to develop a tailored marketing strategy that meets your specific goals and objectives.

## CONTACT

**Lois Brady**

**Email:** [team@autismdigest.com](mailto:team@autismdigest.com)

**Phone:** 925-812-0037



## 2023 rate card

STANDARD INTERIOR PAGE ADS*	1X	2X/3X	4X
Full Page	\$1,800	\$1,600	\$1,300
1/2 Page	\$1,100	\$900	\$750
1/3 Page	\$800	\$725	\$650
1/4 Page	\$650	\$575	\$500
1/6 Page	\$400	\$350	\$300

\* Placement is at Editor's discretion within each issue. Print prices are per issue insertion.

PREMIUM PLACEMENT*	1X	2X/3X	4X
Outside Back Cover	\$2,500	\$2,200	\$1,900
Inside Front Cover	\$2,200	\$1,900	\$1,600
Inside Back Cover	\$2,200	\$1,900	\$1,600
Page 5 Lock (ad appears every issue)	N/A	\$1,900	\$1,700
Centerfold (right hand page)	\$3,100	\$2800	\$2,500
Centerfold (2 pages)	\$5,200	\$4,300	\$3,900

\* Placement is at Editor's discretion within each issue. Print prices are per issue insertion.

<b>GRAPHIC DESIGN FOR ADS</b>	\$60 / hour
-------------------------------	-------------



## deadlines

ISSUE	AD SPACE RESERVATION	AD MATERIALS	WEB DEADLINES
Feb – March – April	December 15	January 1	January 30
May – June – July	March 20	April 1	April 30
August – Sept – Oct	June 20	July 1	July 31
Nov – Dec – Jan	September 15	October 1	October 31

ARTICLE DEADLINES	DEADLINE FOR FIRST DRAFT	GO TO PRESS	MAGAZINE DONE
Feb – March – April	December 15	January 1	February 1
May – June – July	March 15	April 1	May 1
August – Sept – Oct	June 15	July 1	August 1
Nov – Dec – Jan	September 15	October 1	November 1



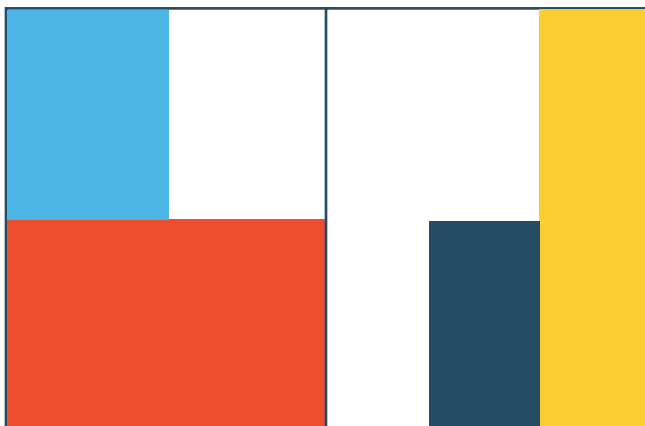
## production requirements:

- Outside Back Cover
- Inside Front or Back Cover



Spread

Spread



- |  |          |  |          |
|--|----------|--|----------|
|  | 1/2 Page |  | 1/3 Page |
|  | 1/4 Page |  | 1/6 Page |

### PRINT AD DIMENSIONS

Outside Back Cover, Inside Front or Back Cover,  
Full Page Interior: 8.5" x 11" (with 1/8 bleed all  
around: 8.75" wide by 11.25" high.)

Ad Dimensions 1/2 Page 1/3 Page 1/4 Page 1/6 Page  
7.5" w by 4.75"h 1/2 Page 3.6875"w by 4.75"h 1/4 Page  
2.1875"w by 9.6875"h 1/3 Page 2.1875"w by 4.75"h  
1/6 Page.



## orders and payments:

To reserve ad space, complete the Order Form (form button), or download the form found at the end of this packet. ***This is your ad contract.***

### CONTACT

**Email:** [team@autismdigest.com](mailto:team@autismdigest.com)

**Or mail to:**

*Autism Digest*

4439 Ryer Road East

Walnut Grove, CA 95690

Attn: Lois Brady

- Regular monthly charges to an advertiser's credit card can be arranged: after prepayment of first ad, one-third of the cost of each subsequent ad will be charged each month prior to that publication's circulation.
- Advertising will be suspended if advertiser falls more than one issue in arrears; further ads will need to be prepaid via credit card.
- Form must be received before space is reserved. Telephone calls or emails do not reserve space.
- New advertisers: Your first ad must be prepaid in full via credit card or check. This applies to advertisers who elect to pay on a monthly basis. Your ad will be removed from the issue if payment has not been received by the 15th of the same month your ad file is due. Subsequent ads can be paid via credit card or check, or invoicing can be arranged.



## general information:

- To reserve ad space, complete the **Ad Insertion Form** ([found at the end of this packet](#)) and email it to *Autism Digest*. This is your ad contract.
- Include your name, address with zip code for card if different from your address, daytime phone number, and email address with your ad.
- Each ad must adhere to accepted file formats, and submissions must be complete. [See Technical Specs.](#)
- No cancellations or refunds are issued after the ad space deadline listed above.
- Photo releases are the responsibility of the advertiser.
- A copy of the magazine will be mailed to the advertiser/agency as proof of ad.
- *Autism Digest* reserves the right to refuse any ad for **a) design standards** or **b) content**.
- The word "Advertisement" will be placed alongside any ad that in Publisher's opinion resembles editorial matter.
- Publisher does not assume any liability for advertising placement errors, omissions, or acts for which it may be held responsible, beyond the cost of the ad space affected by the error.
- For multiple insertions, *Autism Digest* will reuse previous issue's ad unless a replacement ad is received by the print ad deadline listed above.
- Advertisers and advertising agencies jointly and severally assume liability for all content of advertisements printed in this magazine and therefore assume responsibility for any and all claims.
- Publisher is not responsible for any spelling, grammar, phone or website errors within an ad submitted by advertiser.
- Placement of all ads is at the Managing Editor's discretion unless otherwise agreed upon. Publisher will view all position stipulations on insertion orders as requests and will not guarantee positioning of ads and is not liable for failure to meet positioning requirements.





## mechanical requirements:

### MAGAZINE SPECIFICATIONS

Printing: CMYK	Binding: Saddle Stitch Line	Screen: 175	Trim Size: 8.5" x 11"
----------------	-----------------------------	-------------	-----------------------

## technical specifications:

- Submit ad as a high-res PDF (300 dpi.)
- Acceptable file types: Adobe Illustrator 8-CS5.5; InDesign CS4-5.5, and Quark Xpress 6-8.5.
- Supply all elements used to create the files if not sending a high-res PDF.
- All images must be minimum 300 dpi. Do not convert a lower dpi image to 300dpi.
- We do not accept ads as JPEG files, or ads created in Microsoft Word or Publisher.
- If you need help with graphic design, we offer this service — \$60.00/hr.

## submitting the ad:

- If less than 5MB file size, send to: [team@autismdigest.com](mailto:team@autismdigest.com).
- If 5-10 MB file size, upload to Dropbox (dropbox link.)
- Include a printed copy of ad at 100% size and directory of all files on CD.
- Ads must be submitted in final form; changes or alterations made by the Digest staff once received will be billed to client at the rate of \$65/hour, with a one-hour minimum.



## enthraling our readers:



*"I can't imagine my life without this magazine."*

Amal (parent)

Since its inception, *Autism Digest* has been enthusiastically embraced by the autism community. Readers often tell us that they reach each issue of the Digest cover to cover. Their interest and trust extend to our advertisers and the products and services they provide. Our readers know each issue will always provide. Our readers know each issue will always provide useful information, telling us they view ads as sources of valuable information.



*"I save every issue of Autism Digest! When a new stage comes up for us, I can always count on finding something helpful about it in past issues. I call Autism Asperger's Digest issues my 'resource center'."*

Randi (parent)



*"I received my first issue today, read it front to back, twice, and I LOVE it! It seems every column you are doing this year pertains to our life! Thank you so much for a great magazine! May God continue to do great works through you all! Thank you! :)"*

Nita (parent)



*"Thank you for a fantastic magazine! I read my first issue cover-to-cover in one night; I laughed, cried, took notes, and felt that I had found an incredibly valuable resource."*

Terri (parent)



## enthraling our readers:



*"Your magazine is invaluable. I can't keep a copy in our library. No matter how old, they are all checked out all of the time. Thank you for the service you are performing to families and professionals seeking current information about Autism Spectrum Disorders."*

Elaine (librarian)



*"I just received the latest issue of Autism Digest, and again it was a home run! The articles are very informative and the authors are A+ in the field of autism."*

Lori (autism specialist)



*"I want to tell you how helpful I find each issue of Autism Digest. I am an occupational therapist working in our public school system and I always find something use with my students."*

Norma (occupational therapist)



*"I am almost done reading my first issue – I love it! In every article, I read about people like me dealing with the same problems I had and what they did to try to solve them. My mother would have loved to have this magazine 20 years ago when I was a child. Thank you."*

Michael (adult with ASD)



## order form

### *Autism Digest*

4439 Ryer Road East  
Walnut Grove, CA 95690  
[team@autismdigest.com](mailto:team@autismdigest.com)

Individual or Company's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Address: \_\_\_\_\_

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

### INSERTION INFORMATION

#### *Autism Asperger's Digest*

February – March – April 2021

August – September – October 2021

May – June – July 2022

November – December 2020 – January 2021

### AD SIZE:

Back Cover or Center Page

Inside Front/Inside Cover

Full Page (Interior)

1/2 Page

1/3 Page

1/4 Page

1/6 Page

Combination of sizes: specify issues by size

### RATE (PRINT ONLY)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## order form

*Autism Digest*

4439 Ryer Road East

Walnut Grove, CA 95690

[team@autismdigest.com](mailto:team@autismdigest.com)

### PAYMENT INFORMATION

Check (payable to Autism Asperger's Digest); US funds drawn on a US bank only

Credit Card: VISA  MC  AMEX  DISCOVER

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CVV Code (three numbers on the back of the card): \_\_\_\_\_ Zip Code for card: \_\_\_\_\_

Signature: \_\_\_\_\_

Yes, I'd like to pay monthly via credit card; please set up recurring charge.

**Important:** Payment must accompany ad materials on initial placements with **no exceptions**.

A 10% discount is provided if the full year is paid up front.

