

Midwifery Today, Inc.  
**2011**

# ADVERTISING OPPORTUNITIES

## *To Help Your Business Grow!*



### **online**

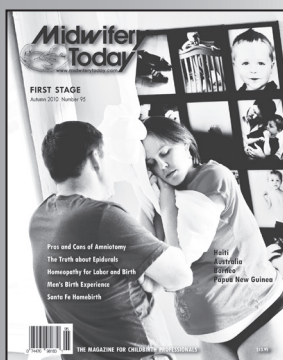
*Midwifery Today E-News* (17,000+ subscribers)

Ad on popular Web site

Education Opportunities Page

Online coupon pages

Online directory listing (Birth Market)



### **print**

*Midwifery Today* magazine (professional journal)

Mailing list rental

Direct mail—holiday or ride-along mailings

Conference program ad



### **conference**

Exhibit tables

Brochure in attendees' packets

Display ad in program

Sponsorship

**Midwifery Today**  
www.midwiferytoday.com

Mail: PO Box 2672 Eugene, OR 97402 USA

Tel: +1 541 344 7438 or 800 743 0974 (US/Canada) Fax: +1 541 344 1422

E-mail: ads@midwiferytoday.com Web: midwiferytoday.com

# Midwifery Today Magazine

*Midwifery Today* magazine was established in 1986 and is edited by its founder, Jan Tritten. Quarterly issues have a theme and are filled with articles, birth stories, “tricks” used by midwives, news and information—all designed to help improve birth practitioners’ knowledge and skills.

## SUBSCRIPTIONS

1 year \$55 U.S. (\$65 Mex./Can.; \$75 other)  
2 years \$105 U.S. (\$125 Mex./Can.; \$145 other)

*Please contact Midwifery Today for institution rates.*

## DEMOGRAPHICS

Paid subscriber list:	2,100
Newsstand sales:	300
Free distribution:	200–300
Readership:	10,000
Press run:	3,000

(remainder sold as back copies)

*Occupations: Direct Entry Midwives, Certified Nurse-midwives, Apprentices, Aspiring or Student Midwives, RNs, Doulas, Child-birth Educators, Chiropractors, Breastfeeding Professionals, Naturopathic/Homeopathic Physicians, Parents.*

## MECHANICAL DETAILS

Format:	Black and white, 3-column
Finished Size:	8.25" wide x 10.625" high
Bleed:	Available
Printing:	Offset (sheetfed) press or web press
Binding Method:	Saddle stitch
Line Screen:	175 lpi

## UPCOMING ISSUES

No. Theme	Ad Deadline	Pub. Date
97 Cultural Aspects of Birth	1-15-2011	3-10-2011
98 Second Stage	4-15-2011	6-10-2011
99 The Role of Story in Birth	7-15-2011	9-10-2011
100 Third Stage	10-15-2011	12-10-2011
101 Breastfeeding	1-15-2012	3-10-2012

*See page 6 for information about classified ads.*

## GENERAL AD DEADLINES

Spring:	January 15
Summer:	April 15
Fall:	July 15
Winter:	October 15

## PREMIUM LOCATIONS

Back Cover*	\$1,650
Inside Front Cover	\$990
Page Opposite Inside Front or Back Cover:	\$880

Standard Full Page: 7" W x 9.375" H

Full Page Bleed Trim Size: 8.25" W x 10.625" H

(For a full page bleed please provide a file 8.5" W x 10.875" H to allow for bleed.)

\*Offered as a single insertion twice a year—contact us early to reserve your space.

## GRAPHIC DESIGN

Midwifery Today’s design staff would be glad to help you create, format or alter an ad to fit our requirements. Our design fee is \$35 per hour. Call for estimates.

*Please see next page for our Mechanical Requirements.*

## AD SIZE AND PRICING

Height inches/mm	1 Column 2.25"/57 mm	2 Column 4.625"/118 mm	3 Column 7"/179 mm
2"/51 mm	\$100	\$165	\$230
3"/76 mm	\$130	\$220	\$330
4"/102 mm	\$165	\$300	\$410
5"/127 mm	\$180	\$350	\$460
7"/179 mm	\$260	—	—
9"/231 mm	\$330	—	\$770



# Display Advertising

*Midwifery Today* is created using Adobe InDesign CS2 in Windows XP. Contact our Ad Director to reserve ad space prior to issue deadline. We are happy to help with PDF settings or design!

## **MECHANICAL REQUIREMENTS**

- All ads **MUST** be digital and grayscale (black and white).
- All photographs should be at least 300 dpi. Images that include embedded text should have anti-aliasing turned OFF and have a resolution of at least 300 dpi.
- Measure your ad and make sure it conforms to the dimensions of the space purchased.
- If you send your ad in any format other than PDF, you must include all native fonts and graphics as separate files. Mac fonts are not usable. If you use a Mac and cannot send a PDF, please contact [layout@midwiferytoday.com](mailto:layout@midwiferytoday.com) to find out which fonts will translate well and for which fonts we have PC equivalents.
- You must include a hardcopy proof of your ad. Fax copy may be acceptable. Fax: +1 541-344-1422
- Use .tif or .psd for all graphics. If you send an .eps file, include all fonts, and expect that we will convert your .eps to .tif or .psd format.
- Please note that PDF, TIFF, and InDesign files are preferable to Publisher or Word files. We cannot use Quark files. We can design your ad for you for a reasonable design fee of \$35 per hour. Design fees may apply if we need to substitute fonts or improve images for you.

## **PREFERRED DIGITAL FORMATS**

- PDF at high resolution and no downsampling is our most preferred digital file format. Embed all fonts. Contact [layout@midwiferytoday.com](mailto:layout@midwiferytoday.com) for exact settings. Grayscale photos only (no RGB) and turn off OPI.
- PhotoShop TIFF file with a minimum of 300 dpi resolution and no anti-aliasing. Photoshop .psd file if fonts are included with no anti-aliasing.
- InDesign 1.5–CS2 files: Select “package,” and create a package of all links, fonts and native files. Send us the entire package folder.
- PageMaker 6.5–7.0 files: On the utilities/plugins menu, choose “Save for Service Provider” and create a package which includes all fonts and images. Send us the entire package.
- Microsoft Publisher (up to Publisher 2000) with all fonts and images included. Do NOT use clip art “as is.”
- If you must use Microsoft Word, send us the text as a plain word document. Send the graphics separately and a hard copy of the ad. We will re-create your ad for you. You will be charged our graphic design fee of \$35/hour.

# Discounts & Contracts

## Save time and money

### **DISPLAY ADVERTISING CONTRACTS**

*Save with Multiple Insertions!*

**SAVE 20%** off the single insertion price by paying for four or more insertions in advance! We are happy to create contracts for up to eight insertions, which will guarantee your advertising rate for the duration of your contract.

**SAVE 10%** off the single insertion price when you contract for four ad insertions. Payment and changes are due prior to ad deadline for each insertion.

Note: If payment is late, the discount will not apply; however, we will run your ad and bill you for the full single insertion price. Contract cancellations must be sent in writing (e-mail OK) 10 days prior to the ad deadline for the issue.

### **CLASSIFIED ADVERTISING CONTRACTS**

**SAVE 15%** Prepay four issues and get a 15% discount!

**SAVE 10%** Contract for four issues (payment due prior to each ad insertion) and get a 10% discount. If payment or ad changes are received after the deadline for contracted ads, no discount will be applied.



# give your business a boost with Internet Advertising



## **MIDWIFERY TODAY ONLINE**

Midwifery Today, Inc., has been a presence on the Web since February of 1994. Whether you choose to combine your print ads with our wide choice of Internet advertising options or to advertise online only, you can cover all possible marketing avenues.

Promote your birth-related product or service on Midwifery Today's most visited Web pages.

Here you can reach a targeted audience of birth professionals, parents and others interested in healthy pregnancy, natural birth, herbs, baby products and other natural health products and services.

## **MIDWIFERY TODAY E-NEWS**

*Midwifery Today E-News* is a free electronic newsletter that reaches parents, midwives, nurses, childbirth educators, doulas and students. It is a fantastic way to promote your business or products. *E-News* is sent to more than 17,000 subscribers biweekly. All issues are archived on our popular Web site and continue to send customers your way. Links to your site help with your search engine rankings.

*Your ad includes a link to your Web page and/or e-mail address. Your ad link is kept active in the E-News archive and continues to send you customers in the future.*

## **ADS**

- Text ad: \$85 per insertion, \$290 for four insertions
- Graphic ad: \$110 per insertion, \$380 for four (200 x 200 pixel graphic in our HTML version)
- 60 words\*
- These ads receive mention near the top of the *E-News* issue.
- Additional Charges: \$1 per word, from 61–80 words

## **CLASSIFIED ADS**

- \$37 per insertion, \$135 for four insertions
- 30 words\*

\*See page 6 for Word Count Guidelines.

## **Follow us on Twitter**

<http://twitter.com/MidwiferyToday>

## **Become our fan our Facebook**

<http://www.facebook.com/MidwiferyToday>

## **WEB PAGE COLUMN ADS**

### **Your ad will appear on**

- The left or right side column (our choice) of all article and review pages.  
[www.midwiferytoday.com/articles/](http://www.midwiferytoday.com/articles/)  
[www.midwiferytoday.com/reviews/](http://www.midwiferytoday.com/reviews/)
  - The left column of all archived *Midwifery Today E-News* pages.  
[www.midwiferytoday.com/enews/](http://www.midwiferytoday.com/enews/)
- These pages receive an average of over 150,000 page views per month.

## **COST**

- 1 month: \$225
- 3 months: \$550—Save \$125 (includes one free ad replacement)
- 6 months: \$900—Save \$450 (includes two free ad replacements)

### **† Additional Charges**

- To replace the ad: \$15 per change above the allowed
- For us to design the ad: \$35 per hour

### **Ad Specs**

- Must be in .jpg or .gif format
- Dimensions: 150 pixels wide by 200 pixels high
- No larger than 20KB
- No animated graphics

## PROMOTE YOUR EDUCATION PROGRAM

Reach prospective students online with our **Education Opportunities Page**, the solution for promoting your midwifery education programs and CE courses.

- Only \$499 for a year (or \$299 for six months).
- The Ad will link to your Web site.
- Two ad changes allowed with one-year ad run. (One change allowed with six-month ad run.) Only \$15 charge for additional ad changes.
- **Total size of your ad is 250 x 400 pixels.** For an additional \$35 per hour, we can create an ad for you. View the education page: [www.midwiferytoday.com/specials/ed\\_page.asp](http://www.midwiferytoday.com/specials/ed_page.asp)

### **The Education Opportunities and Online Coupon pages are promoted:**

- throughout our site, with ads on the side of most pages (over 170,000 views per month)
- in *Midwifery Today E-News*, which reaches over 17,000 subscribers biweekly

## BIRTH MARKET—AN ONLINE DIRECTORY

The Birth Market is our online searchable product and services directory. Visitors have direct access to your Web page and/or e-mail address through links from your ad and can search by geographic location (using two-letter state abbreviations) or specialization (e.g., homebirth, herbs, homeopathy) in order to find your services.

- \$25 per year for a listing, includes your contact information, a 60-word description, your linked Web and or e-mail address and inclusion in up to four searchable categories of specialization
- To create your Birth Market listing go to:  
[www.midwiferytoday.com/birthmarket/register.asp](http://www.midwiferytoday.com/birthmarket/register.asp)
- To search the Birth Market directory visit:  
[www.midwiferytoday.com/birthmarket/search.asp](http://www.midwiferytoday.com/birthmarket/search.asp)

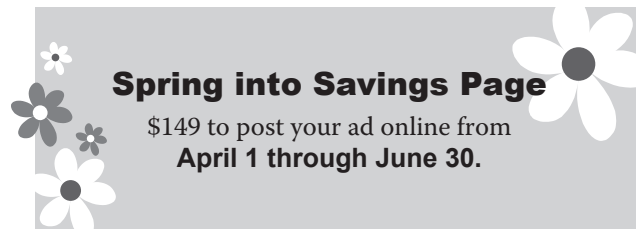
For more information,  
contact our Advertising Director:  
***ads@midwiferytoday.com***

## ONLINE COUPON PAGES

Place a seasonal coupon ad on our well-trafficked Web site and reach new customers online. Your coupon will be promoted throughout our site, with ads linking to the coupons on the side of most pages.



**Holiday Coupon Page**  
\$199 to post your ad online during the pre- and post-holiday shopping season, from **October 1 through January 31.**



**Spring into Savings Page**  
\$149 to post your ad online from **April 1 through June 30.**

**View a sample Holiday Coupon Page at: [www.midwiferytoday.com/specials/](http://www.midwiferytoday.com/specials/)**

**View a sample Spring into Savings Page at: [www.midwiferytoday.com/specials/spring\\_coupon\\_sample.asp](http://www.midwiferytoday.com/specials/spring_coupon_sample.asp)**

## COUPON PAGE DETAILS

- The coupon will click through to your Web site.  
(View a sample coupon page at: [www.midwiferytoday.com/specials/](http://www.midwiferytoday.com/specials/))
- A discount coupon or special offer is needed to participate in either of these pages.
- Total size of your ad is 250 x 400 pixels (we reserve the right to optimize for bandwidth). This can be:
  - 1) A 250 x 400 pixel graphic, in .jpg or .gif format, no larger than 30K. Any textual information should be included as part of the graphic.
  - 2) A plain text ad (maximum 100 words).
- For an additional \$35 per hour, we can create your ad for you.



# Classified Advertising *in Midwifery Today* magazine

Are you interested  
in reaching midwives, doulas,  
childbirth educators and  
other birth professionals?

Share your baby-friendly business  
products and services with an  
avid audience by advertising with  
*Midwifery Today*.

*Our Ad Director can answer your  
questions and direct you to the  
advertising option that is best for you.*

## **TEXT CLASSIFIED**

**\$1.30 per word, 10-word minimum**

### **Word Count Guidelines:**

1. Your business name, personal name, city and state are each counted as one word, regardless of the number of actual words (e.g., "New Haven Glen, New Jersey" is counted as two words). The zip code is not counted.
2. Phone number, including area code, is counted as one word. Standard abbreviations, such as U.S., PO, RFD, RR, FOB, COD, SASE are each counted as one word. Example: "PO Box 123" counts as three words. Web and e-mail addresses are counted as one word for each eight characters; for example, "www.midwiferytoday.com" is three words. However, "Web page: www.birthbusiness.com" is five words. An e-mail example: "ads@midwiferytoday.com" is counted as three words.  
**For *Midwifery Today E-News*:**  
Web and e-mail addresses are counted as one word.
3. If you have any questions, fax or e-mail a copy of your ad and we will count the words for you.

## **GRAPHIC CLASSIFIED**

**\$50 for the first vertical column-inch**

**\$40 for each additional vertical column-inch**

**Columns are 2.25 inches wide**

Contact the Ad Director to reserve ad space prior to the issue deadline. Send a rough sketch of your ad, any artwork or logo you want included, and the text of the ad, along with payment for your first insertion. Additional \$35 per hour for design of your ad.

## **CALENDAR ADS**

Calendar ads have the same possibilities, restrictions and pricing as our classified ads. The basic ad format has the date and location or event title in bold type, the location or event title in all capital letters and the body of the ad in uniform type size with standard capitalization.

### **TYPES OF CALENDAR ADS**

**Events:** Conferences, seminars and workshops that are happening on one specific date during the year.

**Ongoing:** Training seminars, workshops and classes that are repeated throughout the year either in the same location or at locations around the country.

Run an ongoing ad continuously, making minor changes with each issue to remove classes which have already happened and to add future classes to the list as the dates become available.

## **CLASSIFIED AD CATEGORIES**

**Products:** Birth-related products or services

**Educational Products:** Books, tapes, teaching tools

**Education:** Educational opportunities, schools and distance learning programs

**Opportunities:**

Home-based businesses, practices or birth centers for sale, product distributor opportunities

**Job Opportunities:**

Job openings for a CNM or a midwifery educator, partnerships to offer

**Connections:**

Apprenticeship search, adoption, research requests

**Calendar:**

Events and happenings

# Midwifery Today Conference Exhibiting and Advertising

Midwives, doulas, certified nurse-midwives, nurses, lactation consultants, childbirth educators and other childbirth practitioners and professionals attend our conferences to learn and grow from the experiences and information provided. Midwifery Today conferences offer unique opportunities to network and learn from renowned educators and childbirth innovators. Attendees are interested in the products and services they see, and they make a personal connection with you and your products.

## Upcoming Conferences

Conference		Available Advertising		
Place	Date	Exhibit Tables	Packet Inserts	Program Ads
Eugene, Oregon	March 30–April 3, 2011	yes	yes	yes
Bad Wildbad, Germany	October 19–23, 2011	yes	yes	yes

### EXHIBIT TABLES

At most conferences, 6' x 2.5' tables may be rented for displaying your products. Tables at most domestic conferences are \$350–400 commercial, \$225–300 for schools and nonprofit organizations. Prices vary for international conferences.

**Note:** All exhibitors who submit signed contracts and payments prior to the deadline will be included in the conference program.

Last-minute exhibitors are generally accepted but cannot be included in the final program.

Exhibitors paying the commercial price for a table may have one conference registration at half price.

### REGISTRATION PACKET INSERTS

Inserts may be promotional flyers, coupons, catalogs, samples or announcements from your business or service. Flyers will be inserted into conference packets given to each conference registrant. Size limit: 8½" x 11", no paper clips. For most domestic conferences, inserts are \$100 for 325. Prices and quantities vary for international conferences.

### SPONSORSHIPS AVAILABLE

#### Bundle & Save—Contact us to find out how.

Reach a targeted audience in print, online and at the conference with a conference sponsorship. You'll receive an exhibit table, a full page ad in the conference program, a full page ad in *Midwifery Today* magazine, a link to your Web site from the online conference page, 2 months of web advertising and more. A savings of \$470!

For details and more information, contact our Ad Director.

### CONFERENCE PROGRAM ADS

All conference programs carry ads as noted below.

Ad	Size	Price
Back Cover	7.5" W x 10" H	\$300
Inside Front Cover	7.5" W x 10" H	\$250
Inside Back Cover	7.5" W x 10" H	\$200
Full Page	7.5" W x 10" H	\$175
½ Page Horizontal	7.5" W x 5" H	\$100
½ Page Vertical	3.75" W x 10" H	\$100
¼ Page Horizontal	10" W x 3.5" H	\$60
¼ Page Vertical	3.75" W x 5" H	\$60
Business Card Size	3.5" W x 2" H	\$50

#### Prices may vary for international conferences.

Line screen = 175 lines per inch

Ads must be received in digital format using the same mechanical requirements as *MT* display advertising (see page 3). Please send a hard copy for comparison purposes. Fax copy may be acceptable.

Conference program ads must be sent by the DEADLINE for each individual conference program with payment and our signed contract to Midwifery Today, PO Box 2672, Eugene, OR 97402. See individual conference flyer for details or go to:

[www.midwiferytoday.com/ads/conferences/](http://www.midwiferytoday.com/ads/conferences/)

# Direct Mail OPTIONS

## Direct mail in the Internet age? *Yes!* Direct mail continues to be a crucial tool for driving sales—and bringing customers to your Web

site. A direct mail piece is engaging and memorable, offers more room for creativity and is less intrusive than e-mail.

Combine the best of both worlds with a dual online and direct mail campaign. E-mail [ads@midwiferytoday.com](mailto:ads@midwiferytoday.com) to help develop your advertising plan.



**Your  
message  
direct  
to her hands**

## **RIDE ALONG OPTIONS**

We can include your flyer in our regular targeted mailings to our subscribers and product buyers. All you have to do is send us your flyers, printed and folded. You don't pay additional postage, simply the 25 cents per name for single sheet inserts and the cost of printing your flyer.

**Save more than 35% of the cost of renting and mailing a list yourself!**

## **MAILING LIST RENTAL**

Midwifery Today's mailing list is available for rental for one-time use. The list of approximately 2500 names may be rented in whole or in part, with selections by geographic region, type of customer, etc. The cost is 15 cents per name (\$75 minimum order).

A search fee of \$35 an hour (billed in half-hour increments) may be charged, depending on the complexity of the order. An additional charge of \$20 will be applied to rush orders.

Allow 2–3 weeks for processing of non-rush orders. Payment, signed contract and sample must be received before rental orders will be processed. Download the mailing list rental order form and contract at [www.midwiferytoday.com/ads/mailing\\_list.pdf](http://www.midwiferytoday.com/ads/mailing_list.pdf).

## **HOLIDAY MAILING**

Join our holiday mailing to *Midwifery Today* subscribers and customers! It's an easy and inexpensive way to put your information in the hands of 3000 birth practitioners, students and aspiring midwives by October 31, just in time for holiday buying.

**What:** Send us 3000 **identical** flyers; maximum size of 8.5 x 5.5 inches; maximum weight 1/2 ounce (single grab, no paper clips or "fall outs"). For best results, include a discount or coupon in your flyer.

**When:** Reserve your space by September 2. Send your flyers and payment to arrive no later than September 15.

**How Much:** \$399—that's just 13.3 cents per piece!

*Space is limited, so reserve early.*

**Send flyers to:**

Midwifery Today  
1372 S. Bertelsen Rd.  
Eugene, OR 97402

# GENERAL Policies

**Ad copy and payment** for all ads are due by the advertising deadline. Late payment or ad copy submitted after the deadline may result in a late charge, loss of discount, cancellation of the ad and/or postponement of the ad to the following issue.

**Changes and cancellations:** All changes should be submitted prior to the ad deadline. Changes submitted after the ad deadline may incur an additional charge or the ad may not run.

Midwifery Today requires written notice 10 business days prior to deadline for cancellations. Midwifery Today, Inc., reserves the right to refuse or cancel any advertisement for any reason. Pricing programs, discounts and premiums, as well as technical and delivery requirements, are subject to change at any time without notice.

**Advertising Policy notice:** Midwifery Today, Inc., (*MT*) reserves the right to refuse any advertisement and to disallow any promotion or sale of any item at its conferences or through the use of its mailing lists. *MT* does not accept advertising or conference exhibits for breast milk substitutes, pacifiers, nipples or bottles. Other unacceptable advertising includes, but is not limited to, duplication of products or services offered by *MT*, pyramid schemes and any product or service believed by *MT* to be harmful to mothers or babies. Advertisements for breast pumps, pump accessories and breast milk storage devices are generally acceptable.

Advertisements are subject to Midwifery Today's Advertising Terms and Conditions. See:

[www.midwiferytoday.com/ads/contract.asp](http://www.midwiferytoday.com/ads/contract.asp)