

# ISAAC DIRECTORY 2020<sup>©</sup>

Editor  
Franklin Smith, MBA, CMC

Publisher/Advertising Sales  
ISAAC International

## **GENERAL INFORMATION**

***Please note: Primary means of distribution will be electronic by way of pdf softcopy document. Directory will contain clickable links, to ensure both ease of reader navigation and maximize visibility of advertisements.***

## **ORGANIZATION AFFILIATION**

The ISAAC Directory<sup>©</sup> is owned and published by the International Society for Augmentative and Alternative Communication (ISAAC).

## **EDITORIAL CONTENT**

The ISAAC Directory<sup>©</sup> contains listings for all Individual, Institutional and Corporate ISAAC members. Listings are provided alphabetically and geographically. Listings include names, association with ISAAC, addresses, telephone and fax numbers, email and website addresses and background (e.g., person who uses AAC, occupational therapist, manufacturer, speech-language pathologist).

## **INDIVIDUAL SALES**

The ISAAC Directory<sup>©</sup> is available to Individual, Institutional and Corporate members of ISAAC. For membership information contact ISAAC International (see contact information below), or visit the ISAAC website: [www.isaac-online.org](http://www.isaac-online.org).

## **REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING**

Subject to approval by editor. In addition, only advertisements of a commercial nature will be accepted.

**Advertising copy materials to be received no later than the close of business (5:00 pm ET) on May 29<sup>th</sup>, 2020.**

## **PLACEMENT POLICY FOR ADVERTISING**

Advertising placement will be determined on a first-received request basis.

### **SPECIAL OFFER!**

**For all ISAAC Conference 2020 Sponsors and Exhibitors, we are offering no-charge ½-page, ¼-page, and 'Box' listings (General Advertising Rates only, charge applies for preferred position and colour).**

**For more information, contact Franklin Smith at [franklin@isaac-online.org](mailto:franklin@isaac-online.org)**

## CIRCULATION

### COVERAGE

International

### MARKET SERVED

Individual, Institutional and Corporate members of ISAAC.

### TOTAL REACH FOR ISAAC PUBLICATIONS

Total Reach for ISAAC publications, including the Membership Directory has been estimated at just under 500.

## ADVERTISING RATES

### CLOSING DATES FOR THE 2019 DIRECTORY (5:00 pm ET):

Space reservation: **May 15<sup>th</sup>, 2020**

Advertising material: **May 29<sup>th</sup>, 2020**

**Cancellations:** Not accepted after closing date

**Extensions:** Please inquire

### GENERAL ADVERTISING RATES

1 page \$750 **CDN**

1/2 page \$520

1/4 page \$395

'Box' listing (1"x1.5" approx.) \$ 60

ISAAC Corporate members receive a 20% discount\*

ISAAC Institutional members receive a 15% discount\*

\*Corporate and Institutional discounts not applicable on Special Offer

### PREFERRED POSITIONS (\*denotes full page only)

Page 2* or 3* (immediately after cover)	50% premium
Table of Contents facing page*	50% premium
Alpha Listing Section facing page*	50% premium
Geographical Listing Section facing page	25% premium

### COLOUR RATES

Colour ads available (30% premium); ask for details.

### COPY REQUIREMENTS

Files accepted: TIF, JPEG, PDF

Method: CD, Email (less than 5 MB)

Include: All high resolution images (300 dpi)

### UNIT SIZES in inches (cm)

Final trim size of publication is 8½" x 11"  
(21.6cm x 27.9cm)

	<u>Width</u>	<u>Height</u>
Full page	7½ (19.05)	10 (25.4)
Full page with bleed	8½ (21.60)	11 (27.9)
**PLUS .125" bleed**		
½ page horizontal	6¾ (17.5)	4¾ (12.1)
½ page vertical	3¼ (8.3)	10 (25.4)
¼ page	3¼ (8.3)	4¾ (12.1)

**Note: All art should be kept to within an eighth of an inch of the page edge on ads that have a bleed.**

*For additional information and space reservation, please contact:*

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