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® is owned and published by the International Society for Augmentative and Alternative Communication (ISAAC).

EDITORIAL CONTENT
The ISAAC Directory® 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® 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.

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 29th, 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
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 15th, 2020
Advertising material: May 29th, 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

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)

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7½ (19.05)</td>
<td>10 (25.4)</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8½ (21.6)</td>
<td>11 (27.9)</td>
</tr>
<tr>
<td><strong>PLUS .125” bleed</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>6⅞ (17.5)</td>
<td>4¾ (12.1)</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3¼ (8.3)</td>
<td>10 (25.4)</td>
</tr>
<tr>
<td>¼ page</td>
<td>3¼ (8.3)</td>
<td>4¾ (12.1)</td>
</tr>
</tbody>
</table>

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:

Franklin Smith, MBA, CMC
ISAAC International
312 Dolomite Drive, Suite 216
Toronto, ON M3J 2N2 Canada
Phone: 905-850-6848 x225
Fax: 905-850-6852
Email: franklin@isaac-online.org
Website: www.isaac-online.org