

Dear Sir/Madam,

Hereby we send you the rates for advertising in the periodical of our association, "Huang Ti", in 2017. The frequency of publication is 4 times a year; the circulation is amount to 1150 copies (divided by members, advertisers and other persons interested). Advertising in Huang Ti is a great opportunity for you to become known by a great number of acupuncturists practising in the Netherlands and Belgium.

Edition	ultimately sending in copy/adv.	publication
Spring	Wed 1 March 2017	Sat 25 March 2017
Summer	Wed 31 Mai 2017	Sat 24 June 2017
Autumn	Wed 6 September 2017	Sat 30 September 2017
Winter	Wed 22 November 2017	Sat 16 December 2017

Prices 2016 exclusive 21% VAT. Prices* indexing annually.		
	on an annual basis	per edition
1/1 page A4	€ 1405,-*	€ 476,-*
1/2 page A4	€ 920,-*	€ 314,-*
1/4 page A4	€ 686,-*	€ 216,-*

Specifications

In Hi-Res pdf or EPS by mail to nva@acupunctuur.nl with an image of the advertisement and the fonts used.

In case plain text and/or pictures are delivered the NVA-designer could edit the advertisement. The costs will be reasonable and mentioned in advance.

Formats

1/1 page A4:

paper format 210 x 297 mm (+ 3mm bleed)
type area 177 x 262 mm

1/2 page A4:

landscape 177 x 128 mm
portrait 85 x 262 mm

1/4 page A4:

portrait 85 x 128 mm
landscape 61 x 177 mm

Specifications banner:

728x90 pixels

The editor can not be held responsible for the content of the advertisements published. For advertising (or changing an advertisement) please contact the NVA-secretary (see below).

There is an option to include your flyers/brochures with the Huang Ti. The introduction price amounts to € 0,50 each, including the packing costs and postage. The circulation is 1100 pcs. Statement of shipment should be reported to the NVA-office (see below). Ask the secretary of the NVA for delivery address.

With kind regards,
Dutch Acupuncture Association (NVA),

Editorial staff Huang Ti