

Dear Sir/Madam,

Hereby we send you the rates for advertising in the periodical of our association, 'Huang Ti', in 2020. The frequency of publication is 4 times a year; the circulation is amount to 1.200 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 | Monday 02 February 2020 | Sat 21 March 2020 |
| Summer | Monday 04 Mai 2020 | Sat 27 June 2020 |
| Autumn | Monday 27 July 2020 | Sat 26 September 2020 |
| Winter | Monday 2 November 2020 | Sat 19 December 2020 |

| Prices 2020 exclusive 21% VAT. Prices* indexing annually. | | |
|------------------------------------------------------------------|--------------------|-------------|
| | on an annual basis | per edition |
| 1/1 page A4 | € 1483,-* | € 503,-* |
| 1/2 page A4 | € 971,-* | € 332,-* |
| 1/4 page A4 | € 725,-* | € 227,-* |

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 cannot 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 1.200 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