

Dear Sir/Madam,

Hereby we send you the rates for advertising in the periodical of our association, 'Huang Ti', in 2024. The frequency of publication is 4 times a year; the circulation is amount to 1.400 copies (divided by members, advertisers, students 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	Mon 26 February 2024	Sat 23 March 2024
Summer	Mon 27 May 2024	Sat 22 June 2024
Autumn	Mon 16 September 2024	Sat 12 October 2024
Winter	Mon 18 November 2024	Sat 14 December 2024

Prices exclusive 21% VAT. Prices* indexing annually. <i>A banner on our members portal is included in case of an annual contract</i>		
	on an annual basis	per edition
1/1 page A4	€ 1.535,-*	€ 525,-*
1/2 page A4	€ 1.006,-*	€ 345,-*
1/4 page A4	€ 750,-*	€ 235,-*

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 website banner:

728x90 pixels, in PNG or JPG

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 1.400 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