

***International Doula***  
Official Publication of DONA International  
**Display Advertising Contract**

Company Name			
Address			
City	State/Province	Country	Zip/Postal Code
Telephone	Contact Person		
E-mail Address			
Ad Size	B&W or Color	Number of Insertions	Subtotal Due
<b>Typesetting charges (if applicable)</b>		<b>Total Amount Due</b>	<b>Check No.</b>
MC, Visa, American Express or Discover No.	Exp.	Name on Card	Signature:

**First issue of insertion, artwork, contract and payment due by:**  
 \_\_\_ Issue 1 – Nov. 15 \_\_\_ Issue 2 – Feb. 15 \_\_\_ Issue 3 – May 15 \_\_\_ Issue 4 – Aug. 15

**Payment Terms and Conditions**

Full payment for the first insertion is due with camera-ready artwork prior to the deadline for that issue. Thereafter, billing will be quarterly and payment is due upon receipt. Failure to fulfill contract terms of multiple insertions will result in the advertiser being billed additional charges equal to the discounted sum of insertions completed.

Advertisers and advertising agencies are liable for all content, including text, representation and illustrations, and are responsible without limitation for any and all claims made thereof against DONA International and its officers or employees.

The Publications Committee reserves the right to reject any advertisement that is not in keeping with the philosophy of DONA International.

**Cancellations or changes will not be accepted after the deadline. The Publications Committee reserves the right to determine placement of ads and will not be bound by requests for special positions other than covers.**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Title:** \_\_\_\_\_

Send the contract, credit card information or check in US funds payable to DONA International along with the hard copy or disc of the camera-ready advertisement (according to the specifications on page two of this contract) to the DONA International Home Office, Attn: ID Managing Editor.  
E-mail artwork as an attachment to [IDEditor@DONA.org](mailto:IDEditor@DONA.org).

## *International Doula*

### Official Publication of DONA International

#### Display Advertising Rates

#### **Distribution**

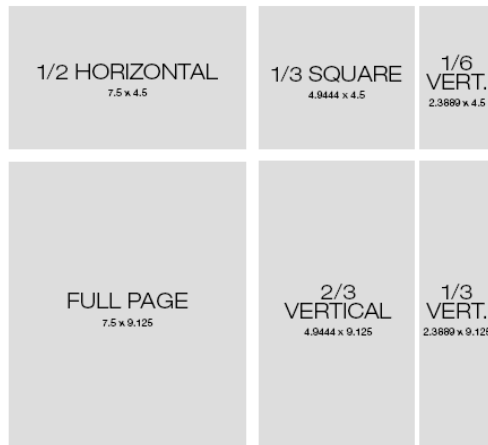
The *International Doula* is a quarterly publication, reaching approximately 6,500 maternal/child health professionals with an interest in labor support. Readers include birth and postpartum doulas, childbirth educators, maternal/child nurses, lactation consultants, midwives, physicians, and alternative health care providers. Distribution is worldwide, although centered in North America.

#### **Printing Specifications**

Ads submitted should be exact size and camera-ready. Preferred format is a 300 dpi TIFF file accompanied by the InDesign or Quark file, including all images and fonts. Acceptable file formats also include: 300 dpi JPEG, print-ready PDF, InDesign (all images and fonts included), Quark (all images and fonts included). Submit ads by attachment to an e-mail (with a hard copy by fax or US postal mail) or on a disc by US postal mail along with a hard copy.

Advertisers and agencies are responsible for all content, including text, representation and illustrations, of advertisement and are responsible without limitation for any and all claims made thereof against DONA International and its directors or employees.

#### **Dimensions**



Size—Orientation	Width	Height
1/6 page—vertical	2.3889”	4.45”
1/3 page—square	4.9444”	4.5”
1/3 page—vertical	2.3889”	9.125”
1/2 page—horizontal	7.5”	4.5”
2/3 page—vertical	4.9444”	9.125”
Full page	7.5”	9.125”

#### **Price PER ISSUE (US funds)**

Size	1 x	2 x	3 x	4 x
<b>1/6 page vertical – B&amp;W</b>	\$265	\$240	\$210	\$185
<b>1/3 page square or vertical – B&amp;W</b>	\$400	\$360	\$320	\$280
<b>1/2 page horizontal – B&amp;W</b>	\$525	\$470	\$420	\$370
<b>2/3 page vertical – B&amp;W</b>	\$650	\$585	\$520	\$455
<b>Full page – B&amp;W</b>	\$800	\$720	\$640	\$560
<b>1/2 page 4-color – inside cover</b>	\$800	\$720	\$640	\$560
<b>Full page 4-color – inside cover</b>	\$1,000	\$900	\$800	\$700