
IDN500

IDN500 NEWSLETTER

Advertisement and Sponsorship

TERMS AND CONDITIONS

Overview

1. Publishing Due Dates
2. Submissions
3. Advertisements
4. Sponsorships
5. Payments
6. Agreements/Contracts

Publishing Dates

- Main Edition - Mondays at 12 PM
 - Due Dates
 - Community Advertisements - Sundays at 12 PM
 - Sponsorship Advertisements - Sundays at 12 PM
 - Articles - Saturdays at 12 PM
 - To allow the editors room to proofread and edit
 - Videos/Vlogs - Saturdays at 12 PM
 - To allow the editors to transcribe the videos, if needed.
 - To allow the editors to create image descriptions.
 - Community Edition - Thursdays at 12 PM
 - Due Dates
 - Community Advertisements - Wednesdays at 12 PM
 - Sponsorship Advertisements - Wednesdays at 12 PM
 - Videos/Vlogs - Tuesdays at 12 PM
 - To allow the editors to transcribe the videos, if needed.
 - To allow the editors to create image descriptions.

Submissions

Submissions can be sent to IDN500@iadhoosiers.org. The acceptable formats are as follows:

Videos

- MP4, MOV, FLV
 - If the file size exceeds 25 MB, then please send the videos using the following methods:
 - Google Drive link
 - YouTube link
 - We accept files from iMovie, Final Cut Pro

Images

- JPEG, PDF, PNG, TIFF, SVG, EPS,
 - We accept

Articles/Flyers/Documents

- Docx, PDF, PNG, .AI
 - We accept Pages, MS Word, Adobe Reader files.

Acceptable Content/Genres

- ASL Classes
- ASL-related information
- Community Announcements
- Community Events
- Community News
- Community Spotlights
- Spotlight Series
- General News
- Political/Elections
- Deaf-related News
- Employment Opportunities
- Volunteer Opportunities
- Sports
- Lifestyle
- Op-Eds
- How-To Guides
- Travel
- Obituaries
- Holidays/Observations

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- Company Information
 - Feedback/Survey

Please email content to: IDN500@iadhoosiers.org

Policies

1. IDN500 accepts news, announcements, and events through email at ids500@iadhoosiers.org.
2. The IDN500 reserves the right to accept/reject items for publication based on relevance to the Deaf community and appropriate content.
3. The IDN500 reserves the right to publish stand-alone announcements of particular importance and significance to the Deaf Community as needed (Obituaries, weather/police emergencies, Amber alerts, etc.)
4. The IDN500 committee will serve as an 'advisory' committee to the Editor-In-Chief and Assistant Editor, if needed.
5. Content published does not constitute endorsement by IAD nor IDN.
6. Content may be edited for space considerations.
7. IDN will make every attempt to verify the information provided, however, will not be held responsible for misprints or mis-information, other than to publish corrections when notified.

Advertisements

Types of Advertisements

- Email Advertising
 - We publish our newsletters through Mailerlite to our 1,798 subscribers.
- Social Media Advertising
 - We publish your ads through Indiana Association of the Deaf Facebook page
 - IDN500's YouTube
 - IDN500's Twitter

Payments

- The paid advertisements will be made through iadhoosiers.org (WIX).
 - Once a payment has been made, an invoice will be automatically sent to the buyer and to IDN500@iadhoosiers.org.
- The paid sponsorships will be discussed via email. A sponsor will send an email to IDN500@iadhoosiers.org for more information on sponsorship packages.
 - Once the sponsor chooses a package, IDN500 will send an agreement and invoice with a link to payment.

Advertisement Prices

Price	Description	Location	Additional Details
Free	Community Events	Email Newsletter, Social Media	The requestors should include an image description before requesting to share information. ISD and IAD will always have the rights to advertise their announcements, events, and etc. for free.
\$15	1X Issue in Monday's Edition, Thursday's Edition, or Facebook page	Email Newsletter, Social Media	Includes image and description
\$30	3X Issue in Monday's Edition, Thursday's Edition, or Facebook page (\$45 Value)	Email Newsletter, Social Media	Includes image and description
\$70	6X Issue in Monday's Edition, Thursday's Edition, or Facebook page (\$90 Value)	Email Newsletter, Social Media	Includes image and description
\$5	Closed Captions Installation	Email Newsletter, Social Media	Must be shared through a file format. After installing the captions, the video will be published through our IDN500 YouTube page.
\$10	Customized Flyer	Email Newsletter, Social Media	The request must be made at least 1 week in advance. The flyer

			details must be sent to IDN500@iadhoosiers.org with the following information: Event Information, Location, Time/Date, Contact Information (Name, Email, Phone number), Prices, Deadlines
\$15	ASL version of articles/events	Email Newsletter, Social Media	If the individuals wanted their article or event to be advertised in ASL, we can make a video in ASL with closed captions and image description.

Yearly Sponsorships

If an organization wants to sponsor IDN500, the advertisement benefits will be included in the sponsorship package.

Price	Description	Ad frequency	Location		Perks
\$100	Basic Sponsorship	12 per year	Email Newsletter		-Permanent spot on the bottom of the email with a logo and a link to the organization. -12 Ads per year -Published through emails only.
\$300	Regular Sponsorship	16 per year	Email Newsletter		- Permanent spot on the bottom of the email with a logo and a link to the organization. -Above the basic sponsors. -16 Ads per year. - Published through emails only. -Includes free image description. -Includes 3 free closed captions installation. -Includes 3 free customized flyers.

\$500	Premium Sponsorship	22 per year	Email Newsletter, Social Media		<ul style="list-style-type: none"> - Permanent spot on the bottom of the email with a logo and a link to the organization. -Above the basic and regular sponsors. -16 Ads per year with 6 Stand-Alone Emails = 22 Ads per year -Published through emails AND social media. -Includes free image description. -Includes 6 free closed captions installation. -Includes 6 free customized flyers -Includes 3 free videos in ASL of your ads.
\$1000	Diamond Sponsorship	36 per year	Email Newsletter, Social Media		<ul style="list-style-type: none"> - Permanent spot on the bottom of the email with a logo and a link to the organization. -Above the basic, regular, and premium sponsors. -24 Ads per year with 12 Stand-Alone Emails = 36 Ads per year -Published through emails AND social media. -Includes free image description. -Includes 12 free closed captions installation. -Includes 12 free customized flyers -Includes 12 free videos in ASL of your ads. -Includes 4 Free Consultation meetings that review email marketing statistics and recommendations.

- At the end of the contract year, unused Ads do not carry-over.
- There is no reimbursement for unused Ads.