

Albinism *InSight*

NOAH's Quarterly Magazine

SPONSORSHIP OPPORTUNITIES



NOAHSM

National Organization for
Albinism and Hypopigmentation

National Organization for Albinism and Hypopigmentation

www.albinism.org • Email: info@albinism.org



Karen Bly

Albinism *InSight*

Hello, and thank you for considering a sponsorship opportunity within *Albinism InSight*, the official quarterly magazine of the National Organization for Albinism and Hypopigmentation (NOAH).

Since 1982, NOAH has been providing people with albinism and their families a place of acceptance, support, and fellowship. *Albinism InSight* serves as one of the tools that NOAH uses to provide accurate and authoritative information about all aspects of living with albinism. As a community-composed publication, NOAH takes great pride in highlighting the information, education, and entertainment articles that members of the albinism community offer for each issue of *Albinism InSight*.

In return for your generous sponsorship of this valuable NOAH resource, NOAH is offering a limited number of spaces available in each issue in order to promote products and services which may be of interest to our readers.

Our current combined print and digital reach is over 1000 households around the world. Subscribers include persons with albinism (PWAs), friends and/or family members of PWAs, medical professionals, researchers, educators, industry partners, or those interested in learning more about albinism.

Sponsoring *Albinism InSight* is a great way to support the albinism community and allow NOAH to introduce your product or service to our readers.

Thank you.

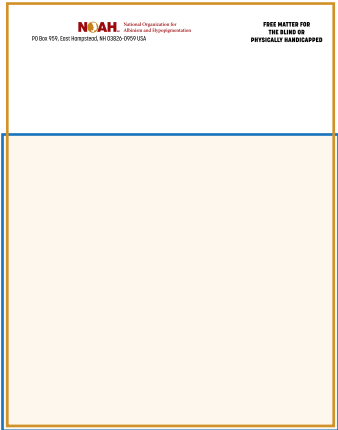
Karen Bly
NOAH Executive Director

****Albinism InSight* sponsors receive a 10% discount on any one future NOAH Event sponsorship. Available up to 18 months after *Albinism InSight* sponsorship is published.**

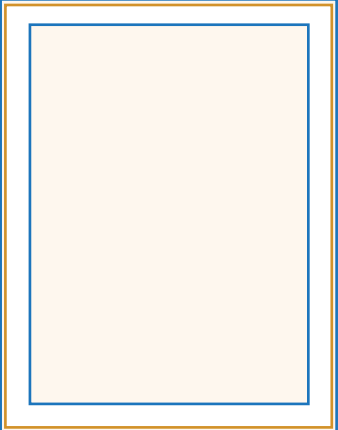
Albinism InSight Production Schedule

Issue	Artwork Deadline	Target Mail Date
Spring Issue	February 1	March 15
Summer Issue	May 1	June 15
Autumn Issue	August 1	September 15
Winter Issue	November 1	December 15

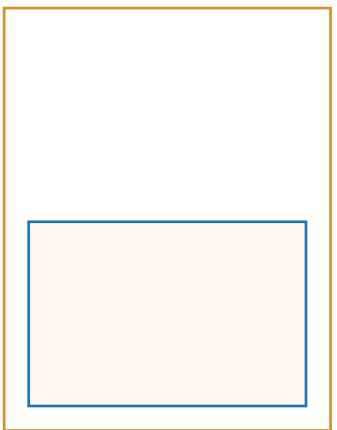
In order to maintain the “community-composed” integrity of *Albinism InSight*, NOAH shall make limited sponsorship available for each issue. Sponsorship opportunities may be purchased “per issue”, or in bulk quantities of two to four issues at one time. Those wishing to sponsor multiple issues at one time shall receive a “per issue” discount – see Rate Chart below:



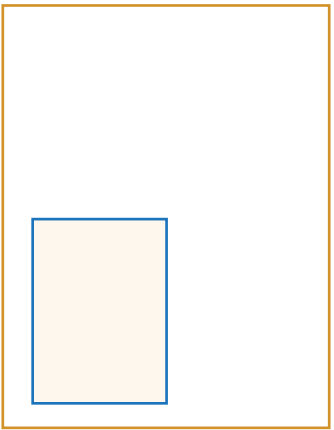
BACK COVER WITH BLEED
CAMERA-READY AD:
8.75" W x 7.7" T, **bleed**
CMYK format



FULL PAGE
CAMERA-READY AD:
7.3" W x 9.8" T, **no bleed**
8.75" W x 11.25" T, **bleed**
CMYK format



1/2 PAGE NO-BLEED
CAMERA-READY AD:
7.3" W x 4.8" T
CMYK format



1/4 PAGE NO-BLEED
CAMERA-READY AD:
3.5" W x 4.8" T
CMYK format

Rate Chart

Ad Size/Location	1x	2x	3x	4x
Back Cover w/bonus 1/4 Page (1 available per issue, limited to 2 consecutive issues)	\$825	\$800*	N/A	N/A
Full Page (Bleed or No Bleed) (Up to 4 available per issue)	\$575	\$550*	\$525*	\$500*
1/2 Page (Up to 5 available per issue)	\$325	\$300*	\$275*	\$250*
1/4 Page (Up to 5 available per issue)	\$200	\$175*	\$150*	\$125*

***Prices listed are PER issue.** If you are sponsoring multiple issues and wish to change your artwork, all new artwork must be submitted by the artwork deadline listed in the *Albinism InSight* Production Schedule above. Every effort will be made to accommodate requested sponsorship size/space. NOAH staff will provide sponsorship alternatives should your request not be available.

Important information continues next page

Sponsorship Order Details

Please review the following details prior to placing your sponsorship order:

Acceptable file types:

PSD at 300 dpi, flattened;
PNG or JPG at 300 dpi,
flattened; PDF at 300 dpi, with
fonts embedded. Fonts MUST be
embedded or turned to curves
-and/or- turned into a vector
file. We will not be able to chase
down and install your fonts.

Please review our complete Image Submission Guidelines:

[albinism.org/ai/
image-submission-
guidelines](https://albinism.org/ai/image-submission-guidelines)

Questions?

If you have general questions
about your sponsorship, email:
aisponsor@albinism.org

If you need assistance
designing your sponsorship
layout, please contact:
loliver@albinism.org for
guidance and/or a graphic
design cost estimate.

Upload Design Artwork

www.dropbox.com/request/FLtuc4ifzKLRGYkKf0or

Please name your ad file/s with your Company Name (if applicable) or personal name, size of the ad, and the issue it's to be printed in. For example: "Company Name_quarter-page_Winter2023."

All artwork submitted shall be reviewed by NOAH staff and is subject to *Albinism InSight* Sponsorship Terms and Conditions' Reservation of Rights and Compliance with Applicable Laws.

Sponsorship orders and payment can be mailed to the address listed below. Please complete the online order form, and mail printed copy with payment.

NOAH *Albinism InSight* Sponsorship
PO Box 959
East Hampstead, NH 03826



Order your Sponsorship Online:

app.donorview.com/ZQKE9

Albinism InSight Sponsorship Terms and Conditions:

Reservation of Rights and Compliance with Applicable Laws. NOAH reserves the right to reject or cancel any sponsorship in any NOAH publication for any reason at any time. NOAH agrees to comply with all applicable laws and will not accept sponsorships that, at NOAH's sole discretion, appear to be libelous, slanderous, sexually explicit, or in conflict with NOAH policies.

Indemnification. The sponsor shall indemnify and hold harmless NOAH and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the publication of sponsor's sponsorship.

Disclaimer of Endorsement. Acceptance of sponsorships shall not be construed as any type of endorsement of the sponsorship,

the sponsor, or the sponsor's organization, product, system or service, by NOAH, its directors, office holders, or community members.

Disclaimer of Liability. NOAH is not liable for the quality of artwork that does not meet the ad specs specified on the order form. These terms and conditions apply to all NOAH publications, including electronic and print materials.