

# *IVAACast* Editorial Mission

---



Providing news on the Virtual Assistant Industry, advanced technology, and doing business without geographic limitations is the charter of *IVAACast*, the official VA newsletter of the International Virtual Assistants Association (IVAA). We believe these times call for a cadre of administrative, creative, and technical professionals who understand the importance of juxtaposing good small-business governance, big-business savvy, and a healthy work-life balance.

Our readers need a much more compelling flow of information than ever before. They must be armed not just with skills to meet the demands of a growing market, but also with up-to-date, timely information to stay in step with the dynamic and sometimes demanding milieu of an e-commerce environment.

That is why we have created a new editorial atmosphere with more news and features but with less generic reporting and theme-intensive content. Further, *IVAACast* endeavors to represent the goals and objectives of the Virtual Assistant Industry as a whole and dedicate our editorial mission to ensuring these things are at the forefront of every issue we produce.

***IVAACast* is published 10 times per year by the International Virtual Assistants Association and distributed to over 11,700 readers worldwide!**

Visit us online <http://www.ivaacast.org>

Follow us on Twitter <http://twitter.com/ivaacast>

# I. General Advertising Specifications

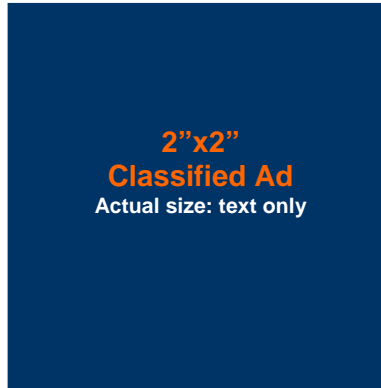
1 Issue				
	Business Card	Quarter Page	Half Page	Full Page
Member/Preferred Partner	\$56.00	\$71.00	\$79.00	\$90.00
Non-member	\$84.00	\$107.00	\$118.00	\$135.00
3 Issue Package				
	Business Card	Quarter Page	Half Page	Full Page
Member/Preferred Partner	\$50.00 x 3	\$64.00 x 3	\$71.00 x 3	\$81.00 x 3
Non-member	\$76.00 x 3	\$96.00 x 3	\$106.00 x 3	\$122.00 x 3
6 Issue Package				
	Business Card	Quarter Page	Half Page	Full Page
Member/Preferred Partner	\$45.00 x 6	\$57.00 x 6	\$63.00 x 6	\$72.00 x 6
Non-member	\$67.00 x 6	\$86.00 x 6	\$94.00 x 6	\$108.00 x 6
10 Issue Package				
	Business Card	Quarter Page	Half Page	Full Page
Member/Preferred Partner	\$39.00 x 10	\$50.00 x 10	\$55.00 x 10	\$63.00 x 10
Non-member	\$59.00 x 10	\$75.00 x 10	\$83.00 x 10	\$95.00 x 10
Web Banner Advertising				
Member/Preferred Partner	\$79.00 per month			
Non-member	\$118.00 per month			

- I.(a) Prices listed above are per-issue prices and the same for black & white as well as color ads.
- I.(b) Member refers to membership in good standing with the International Virtual Assistants Association.
- I.(c) A business card general advertisement is an exact replica of the advertiser's business card. No new artwork or copy will be generated for this ad type.
- I.(d) The general ad representations below are not shown in actual size. For that, refer to the true dimensions (live space) listed inside each general ad representation. *Live space is a technical term that refers to ad size relative to a page's printable/non-printable areas.*
- I.(e) Classified ads **do not** count toward Issue Package discounts as outlined above.
- I.(f) Advertising fees are in United States Dollars.
- I.(g) Ads should be submitted as a high-resolution PDF (.pdf) or EPS (.eps) electronic file.
- I.(h) Web banner is 728 pixels W x 90 pixels H (approximately 7.5" W x 1" H). Advertiser must provide his/her own graphic and provide any special links if they wish to track their click rate.



## II. Classified Ad Rates and Dimensions

	Price Per Word		Text Only	
	1"x1"	2"x2"	Minimum Cost Per Classified Ad*	
			1"x1"	2"x2"
Member/Preferred Partner	\$1.30	\$1.10	\$13.00	\$22.00
Non-member	\$2.25	\$2.05	\$22.50	\$41.00



- II.(a) **Classification Categories:** (100) Announcements, (200) For Sale, (300) Services, (400) Wanted
- II.(b) **Classified Ad Sizes** are available in 1"x1" and 2"x2" (live space, respectively).
- II.(c) **\*Classified Ad Specifications:** There is a ten-word (10) minimum for 1"x1" classified ads and a twenty-word (20) minimum for 2"x2" classified ads. The term "word" does include spaces and punctuation.
- II.(d) Classified Ads should be submitted as a high-resolution PDF (.pdf) or EPS (.eps) electronic file.
- II.(e) Classified Ads are TEXT ONLY – no graphics.
- II.(f) Advertising fees are in United States Dollars.

## III. 2010 Advertising Deadlines

---

<b>Issue Theme</b>	<b>Advertising Space Reservation Due</b>	<b>Ad Materials Deadline</b>	<b>IVAACast Publish Date</b>
<b>January 2010</b> Marketing Your Business	December 26, 2009	January 8	January 15
<b>February 2010</b> Just the Numbers: Bookkeeping, Taxes & More	January 26	February 8	February 15
<b>March 2010</b> Finding and Retaining Clients	February 26	March 8	March 15
<b>April 2010</b> Popular Virtual Assistant Niches	March 26	April 8	April 15
<b>May 2010</b> Working Away from the Office	April 26	May 8	May 15
<b>June 2010</b> Websites 101	May 26	June 8	June 15
<b>July/August 2010</b> Branding Strategies	June 26	July 8	July 15
<b>September 2010</b> Technology and the VA	August 26	September 8	September 15
<b>October 2010</b> Retirement Planning	September 26	October 8	October 15
<b>November/ December 2010</b> Growing Pains	October 26	November 8	November 15

**Subject to Change**

## IV. Terms and Regulations

---

- IV.(a)** Advertising space is reserved on a first-come, first-serve basis (per issue) and must be paid for in advance. **No other form of correspondence other than the Advertising Space Reservation Form, found on pages 8-9, will officially reserve advertising space.**
- IV.(b)** Prior to billing, advertiser will be notified of ad-space availability for the issues (months) chosen and given the choice of being placed on a waiting list if applicable. If advertiser does not want to be placed on a waiting list, the Ad Space Reservation Form will become null and void, and no charges will be made to the advertiser's credit card.
- IV.(c)** Advertiser is responsible for meeting all deadlines as outlined herein.
- IV.(d)** Advertiser understands that no refunds will be given after a reservation/waiting-list reservation has been confirmed.
- IV.(e)** Advertiser must submit to [advertising@ivaa.org](mailto:advertising@ivaa.org) all ad materials, including ready-to-use electronic artwork, if applicable, by the deadlines listed herein. Classified ads are text only.
- IV.(f)** Advertisers who do not have ready-to-use electronic advertising will be given the opportunity to have their ad created by a member of IVAA through the RFP system. However, advertiser understands that this process may force advertiser onto the waiting list in keeping with the Advertising Deadlines as written herein.
- IV.(g)** The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time without notice to advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted, and/or published.
- IV.(h)** Orders for specific positions are accepted as requests only. The publisher shall not be bound by such requests and has the right to determine the actual position.
- IV.(i)** Advertisers and their agencies are liable for all contents of advertisements and are also responsible for any claim arising there from against *IVAACast* and/or the International Virtual Assistants Association (IVAA). The publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

# V. About the International Virtual Assistants Association

---

The International Virtual Assistants Association (IVAA) was incorporated in 1999 and remains the only not-for-profit professional trade organization dedicated to the advancement of the global Virtual Assistance Industry.

IVAA promotes the use of technology to access professional Virtual Assistance without geographic limitations for improved business efficiency; provides its members with cutting-edge resources and benefits, specialized forums, and networking opportunities, while requiring a commitment to superior ethical and professional standards of performance; administers benchmark testing programs and awards professional certifications to those demonstrating Industry excellence; and is dedicated to educating the public about the Virtual Assistant Industry and informing businesses of the advantages of using VA services to successfully compete in local and global economies. IVAA also offers businesses and individuals a venue to locate qualified Virtual Assistance worldwide.

## **Publisher**

### **The International Virtual Assistants Association™**

561 Keystone Avenue, Suite 309

Reno, Nevada (USA) 89503

Phone: (877) 440-2750

Fax: (877) 259-2487

E-mail: [info@ivaa.org](mailto:info@ivaa.org)

## **Director & Managing Editor**

**Melanie O’Kane**

E-mail: [ivaacast@ivaa.org](mailto:ivaacast@ivaa.org)

## **Advertising Coordinator**

**Debbie Sakagawa**

E-mail: [advertising@ivaa.org](mailto:advertising@ivaa.org)

## **On the Web**

<http://www.ivaacast.org>

## **On Twitter**

<http://www.twitter.com/ivaacast>



# VI. Advertising Reservation Terms

---

To reserve advertising space, complete the two-page Advertising Reservation Form by the relevant deadlines listed herein and e-mail (as an attachment) using “IVAACast Advertising Reservation” in the subject line to [advertising@ivaa.org](mailto:advertising@ivaa.org). **No alternative form of correspondence will reserve IVAACast ad space.**

By submitting the two-page Advertising Reservation Form, advertiser acknowledges receiving, reading and understanding the information presented in the *IVAACast* Advertising Media Kit, in its entirety, and agrees to allow the International Virtual Assistants Association to bill the credit card listed in the amount outlined on the submitted two-page form.

Advertising materials should be submitted electronically to [advertising@ivaa.org](mailto:advertising@ivaa.org) by the deadlines outlined herein. Failure to meet these deadlines will force advertiser onto a waiting list.



# IVAACast Advertising Reservation Form 1 of 2

## Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

## Credit Card Information

Name/Company on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

MasterCard     Visa     American Express     Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ (month/year)

**All credit card information should be entered exactly as shown on credit card.**

**Continue to Next Page**

# IVAACast Advertising Reservation Form 2 of 2

**GENERAL ADVERTISING:** Indicate the **Type**, **Issue Package**, and **Issue(s)**.

**CLASSIFIED ADVERTISING:** Indicate the **Type**, **Issue Package**, and **Classification Category**.

## GENERAL ADVERTISING

**Type F: Full Page**

**ISSUE PACKAGE (check only one)**  
 1-Issue    3-Issues    6-Issues    10-Issues

**ISSUES (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL/AUG 10  
 SEP 10    OCT 10    NOV/DEC 10

**Type H: Half-page**

**ISSUE PACKAGE (check only one)**  
 1-Issue    3-Issues    6-Issues    10-Issues

**ISSUES (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL/AUG 10  
 SEP 10    OCT 10    NOV/DEC 10

**Type Q: Quarter-page**

**ISSUE PACKAGE (check only one)**  
 1-Issue    3-Issues    6-Issues    10-Issues

**ISSUES (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL/AUG 10  
 SEP 10    OCT 10    NOV/DEC 10

**Type B: Business Card Ad**

**ISSUE PACKAGE (check only one)**  
 1-Issue    3-Issues    6-Issues    10-Issues

**ISSUES (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL/AUG 10  
 SEP 10    OCT 10    NOV/DEC 10

**Type W: Web Banner**

**MONTHS (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL 10    AUG 10  
 SEP 10    OCT 10    NOV    DEC 10

## CLASSIFIED ADVERTISING

**Type 1C: 1"x1"**

**ISSUES (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL/AUG 10  
 SEP 10    OCT 10    NOV/DEC 10

**Classification Category**  
 100    200    300    400

**Type 2C: 2"x2"**

**ISSUES (check all that apply)**  
 JAN 10    FEB 10    MAR 10    APR 10  
 MAY 10    JUN 10    JUL/AUG 10  
 SEP 10    OCT 10    NOV/DEC 10

**Classification Category**  
 100    200    300    400

Advertisers who reserve ad space into the 2011 editorial calendar will be notified of the 2011 advertising deadlines immediately upon their determination.