Effective January 2020

Employee Assistance Professionals Association
Advertising Office: 4350 N. Fairfax Drive, Ste. 740, Arlington, VA 22203
Phone: (703) 387-1000 • Fax: (703) 522-4585 • E-mail: development@eapassn.org

Editorial Profile
EAPA’s quarterly membership magazine, the Journal of Employee Assistance, is the most comprehensive source of news about the EA field worldwide. The newly designed Journal is an important component of EAPA’s communications strategy, providing expanded coverage of the topics that are most relevant to the practicing EA professional and the industry overall. In-depth articles probe such issues as EAP standards, research, addiction, international practice and the impact of technology.

Readership Profile
The Employee Assistance Professionals Association is an international association of more than 3,000 members who are primarily employee assistance professionals but also includes individuals in such fields as human resources, chemical dependency treatment, mental health treatment, managed behavioral health care, benefits administration, and consulting.

Dimensions
Size Width x Depth
Full Page 7” x 9.625”
Full Page (full bleed) 8.75” x 11.25” (live area 8.50” x 11”)
2/3 Page 4.625” x 9.625”
1/2 Page horizontal 7” x 4.625”
½ Page horiz. (full bleed) 8.75”x5.625” (live area 8.50” x 5.50”)
1/3 Page vertical 2.25” x 9.625”
1/3 Page square 4.625” x 4.625”
1/4 Page vertical 3.33” x 4.625”

Rates
Display rates are quoted on a full color electronic presentation basis and are for space only. Rates are per ad, per insertion.

Preferred Space
Specified positions except cover 4 (see advertising rates for cover 4) will be billed an additional 10% above published rates.

Publishing Specifications
Trim size: 8 1/2 x 11. Line screens: 133. All graphics and images need to be supplied either as grayscale halftones or CMYK high resolution PDFs, minimum size of 300 dpi. Disable all image compressions and embed all fonts. Full page bleed needs to be a minimum of .125”. Do not add printer marks. No security and no OPI. Email electronic images to development@eapassn.org and note the ad is for Journal of Employee Assistance in the subject line.

2020 Advertising Rates
Prices listed are per ad per issue. All rates are for full-color.

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<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,995</td>
<td>$1,600</td>
<td>$1,475</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,645</td>
<td>$1,225</td>
<td>$1,125</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,195</td>
<td>$925</td>
<td>$875</td>
</tr>
<tr>
<td>1/3 page (vertical or square)</td>
<td>$895</td>
<td>$750</td>
<td>$700</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$695</td>
<td>$600</td>
<td>$550</td>
</tr>
<tr>
<td>Cover 4 (back cover)</td>
<td>$1,995</td>
<td>$1,600</td>
<td>$1,475</td>
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Discount for individual EAPA members 10%
Terms
EAPA reserves the right to reject any advertising that does not conform to, or conflicts with, Association standards. Advertisers and their agencies assume liability for all content of advertisements published. Claims for errors in advertising must be brought to the attention of EAPA within 30 days of receiving copy. Any deliberate attempt to simulate the publication’s format is prohibited, and EAPA reserves the right to place the word “Advertisement” above any ad, which, in EAPA’s opinion, resembles the editorial content. EAPA will not be responsible for errors appearing in the artwork provided by the advertiser. If type or decorative border will not reproduce satisfactorily, EAPA reserves the right to correct the problem at the advertiser’s expense. Please be advised that EAPA cannot guarantee the publication date of the magazine with regard to time sensitive materials.

Payment Policy
If not prepaid, EAPA will invoice for advertising upon publication. Payment is due upon receipt of invoice. A one percent late fee will be added monthly to any unpaid balance after 60 days from invoice date. Insertion orders from advertisers with unpaid invoices of 90 days or more will not be honored. No collect shipments will be accepted. Advertisers canceling insertion orders must do so in writing 30 days before artwork deadline. EAPA holds advertisers and their agencies equally responsible for payment of advertising insertion orders. Advertisers using agencies must provide EAPA with the name, address, and phone number of the person responsible for contracts within the agency. These terms and policies shall apply to all advertising accepted by EAPA and will supersede all advertiser contract clauses not specifically acknowledged.

Space Reservations
Fax a completed JEA Advertising Insertion Order to Development Manager at (703) 522-4585.

Artwork Instructions
Email advertising artwork to Development Manager, at development@eapassn.org.
2020 Advertising Insertion Order

Date

Company

Address

City State/Province Postal Code

Authorized by

(signature) (print name/title)

Phone Fax e-mail

EAPA Member ID #

Reserve ad space by entering the following:
Starting: ______ Quarter ______ Year, Ending: ______ Quarter ______ Year  Total number of insertions ______

### Advertising Rates

Circle appropriate ad rate below. Prices listed are per ad per issue. Prices listed are for full color ads

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Closing Dates: Insertion orders must be received by the first Friday of December for 1st Qtr, first Friday of March for 2nd Qtr, first Friday of June for 3rd Qtr, and first Friday of September for 4th Qtr. Artwork for applicable insertion orders must be received by the second Friday of December for 1st Qtr, second Friday of March for 2nd Qtr, second Friday of June for 3rd Qtr, and second Friday of September for 4th Qtr

Email completed ad insertion order and per-spec digital artwork to Development Manager at development@eapassn.org. Phone (703) 387-1000. Fax: (703) 522-4585. Please call with any questions.