

# Contract for Advertising in the *LifelineLetter*

## — The bi-monthly newsletter of the Oley Foundation —

Paid advertising is a benefit the Oley Foundation offers corporate supporters who have donated at least \$1,000 within the past twelve months. The *LifelineLetter* circulates to approximately 7,900 home nutrition support patients, home care providers and health care professionals.

### 1. Contact Information

Name of Co. \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
 Fax (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
 Email \_\_\_\_\_@\_\_\_\_\_

### 2. Ad Rates, Sizes & Specifications

Ad rates, sizes and specs are as follows:

1/4 page (square)	3.66" (w) x 3.66" (h)	\$800
1/3 page (vertical)	2.375" (w) x 9.315" (h)	\$1,000
1/2 page (vertical)	3.66" (w) x 9.315" (h)	\$1,500

We accept a tiff or high resolution pdf file, along with the original QuarkExpress, In Design, Illustrator or Photoshop file, supporting images and fonts.

The size of ad available to purchase depends on the size of your donation...

☛ If your company donated between \$1,000 and \$9,999 in the past 12 months, you may purchase:

- 1/4 page ad      square
- 1/3 page ad      vertical

☛ If your company donated \$10,000 or more in the past 12 months, you may purchase:

- 1/4 page ad      square
- 1/3 page ad      vertical
- 1/2 page ad      vertical

Note: If your company has donated \$5,000 or more in the past year, your company is entitled to free and/or discounted advertising. See the Corporate Appeal package at [www.oley.org](http://www.oley.org) or call 518-262-5079 for more details.



### 3. Date of Publication

In which issue(s) would you like your ad to appear? Please check box(es) below.

<u>Issue Date:</u>	<u>Ad Deadline:</u>
<input type="checkbox"/> Jan/Feb 2008	January 5, 2008
<input type="checkbox"/> Mar/Apr 2008	March 2, 2008
<input type="checkbox"/> May/June 2008	May 4, 2008
<input type="checkbox"/> July/August 2008	July 6, 2008
<input type="checkbox"/> Sept/Oct 2008	September 7, 2008
<input type="checkbox"/> Nov/Dec 2008	November 2, 2008

### 4. Payment

Advertising Fee    \$ \_\_\_\_\_

Donation to Oley\*    \$ \_\_\_\_\_

Total amount enclosed    \$ \_\_\_\_\_

\*\$1,000 minimum, if your company hasn't donated to the Foundation within the past 12 months.

Please make checks payable to "The Oley Foundation"

OR charge my VISA, Mastercard or Discover

Credit card #

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Exp. Date \_\_\_/\_\_\_    Signature \_\_\_\_\_

### 5. Advertising Agreement

Please review the policies and procedures on the opposing side, then read and sign the following agreement:

I have read and agree to abide by the stated Advertising Procedures and Guidelines.

Authorized  
 Signature \_\_\_\_\_    Date \_\_\_\_\_

### 6. Send in Your Materials

Mail this form, payment and ad materials to:

Roslyn Dahl  
 The Oley Foundation  
 214 Hun Memorial, MC-28  
 Albany Medical Center  
 Albany, NY 12208

Or email them to: [dahlr@mail.amc.edu](mailto:dahlr@mail.amc.edu)

## Advertising Procedures and Guidelines

Paid advertisements are available only to corporate supporters that have donated \$1,000 or more to the Oley Foundation within the past twelve months. Advertisers must complete the contract on the front of this page and send it in with payment and advertising materials. Payment must accompany the order. Correspondence must be postmarked by the deadlines stated on the front of this page, and be mailed to: The Oley Foundation, 214 Hun Memorial, MC-28, Albany Medical Center, Albany, NY 12208. For more information call (518) 262-5079. Advertising policies, procedures, rates and sizes are subject to change at any time without notice.

### Ad Approval Policies

The Oley Foundation reserves the right to evaluate all statements and images in advertisements, and to reject any advertisement that in the sole judgment of its editorial advisors does not conform to the Oley Foundation's policies or mission. The Oley Foundation retains full editorial control over all articles and advertisements that appear in the *LifelineLetter*. You will be notified within two weeks after receipt of the order if the Oley Foundation finds the copy and/or images unacceptable for publication in the *LifelineLetter*.

### Specific Guidelines

1. Advertisers must submit black and white, camera-ready advertisements by the deadlines listed on the front of this page.
2. Advertisements that mention or criticize a competing company or a competing company's products are unacceptable.
3. Advertisements cannot contain photographs of, or testimonials from, Oley trustees, staff, regional coordinators or family members.
4. Advertisements should not contain statements that are misleading, exaggerated, subject to misinterpretation, or contrary to accepted, scientific findings.
5. Statements of properties, performance or beneficial results of products should be such that they can be verified by adequate data published in scientific literature.
6. Support documentation verifying claims must be submitted to the editor upon request before an advertisement will be accepted for publication.
7. Oley's Communication Director retains control over positioning of the ad in the newsletter.
8. The Oley Foundation will not accept, or refund payment for, cancellations made after the issue deadline date. If new material is not received for repeat orders by the deadline date, materials published in a previous issue will be reprinted.

## What is the Oley Foundation?

The Oley Foundation is a national, independent, non-profit 501(c)(3) organization that provides information and psycho-social support to consumers of home tube and/or IV feeding, their families, clinicians, and industry members.

All Oley services and educational materials are provided FREE of charge for patients and their caregivers.

Oley programs include:

- *LifelineLetter*: a bi-monthly newsletter with articles about medical advances and personal experiences related to home tube and IV feeding
- Regional Coordinator Network: a grassroots network of 50+ volunteers — all consumers or caregivers — who provide support, outreach and education at the local level
- National and Regional Conferences: an opportunity for consumers, family members clinicians, and industry representatives to network and share information and support
- Information Clearinghouse: a resource designed to answer questions about home tube and IV feeding through a toll-free hotline, web site and video tape/ DVD library
- Toll-free Consumer Network: a networking tool that provides free access to different experienced homePEN consumers around the country, each month

Find Oley on the web @

