



NAHA

National Association for Holistic Aromatherapy

Media Guide

About

Welcome to NAHA's Media Guide

Advertise in the leading U.S. publication dedicated to Aromatherapy.

Now in its 34th year (formally titled the *Scentsitivity Journal*) of publication, the *NAHA Aromatherapy Journal* is published four times a year and distributed through memberships, approved schools and educators. It is also available to purchase an online version for readers in the United States, Canada and abroad. Because previously published journals are available for purchase via the NAHA [online bookstore](#) and previous journals are accessible for all current and new members, your advertisement has potential long-term visibility, too.

This guide will introduce you to some great ways you can market and promote your business through advertising with NAHA.

Who will you reach?

NAHA's membership includes Businesses, Professionals, Educators, Schools, Students and those interested in aromatherapy.

Not sure what advertising option best suits your needs and budget?

Let our Advertising Representative assist you in developing a successful ad campaign for your school, services or products.

Contact NAHA at: info@naha.org.

E-Media is Easy and Effective!

NAHA offers several electronic formats to promote your business:

- Aromatherapy E-Journal
- E-Blast to all email subscribers & active members
- NAHA's Marketplace online and in the NAHA Aromatherapy Journal.

Need help designing an ad?

Our Creative Designer will work with you to develop an ad style unique to you and your business. Approximately \$75 an hour.

Email us at: info@naha.org to learn more!



NAHA's Aromatherapy E-Journal



Full page

Rates:

NAHA Member \$250.
Non-Member: \$350.

Specs: 7.1x9.6 inches
@ 300dpi
(2130x2880 pixels)

Half Page: Horizontal

Rates:

NAHA Member: \$125.
Non-Member: \$250.

Specs: 7.1x4.7 inches
@ 300dpi
(2130x1410 pixels)

Quarter Page

Rates:

NAHA Member: \$100.
Non-Member: \$150.

Specs: 3.4x4.7 inches
@ 300dpi
(1020x1410 pixels)

Business Card

Rates:

NAHA Member: \$75.
Non-Member: \$100.

Specs: 3.4x2.25 inches
@ 300dpi
(1020x675 pixels)

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E-Blast Campaigns



Email Campaigns

are distributed via email to members and interested non-members who have subscribed to get news from NAHA.

This is a great way to advertise your services, school or products!

Announcements and Special Offers

Reach NAHA's entire membership! Our members include schools, educators, students, professionals, businesses, authors, aromatherapy enthusiasts and the general public. Email is sent to 18K+ people.

E-Blast Option:

Advertise your Class, Course, Workshop

Members: \$700.00, Non-Members: \$1,000.00

E-Blast ads includes: Your Logo, Website link, JPEG image and description of your event or class information.

NAHA Members Level 2 and up may also list their class or event for free on the NAHA [Calendar of Events](#) page.

Marketplace Ads



Advertise on the NAHA Website.
NAHA's website has a section devoted to promoting
our online marketplace advertisers!

Enjoy increased visibility!

Annual Market Place Listing

Ad Pricing and Information

NAHA Members: \$275.00

Non-Members: \$475.00

Your 100-word listing includes your logo, website, email and phone number on NAHA's website and a listing in the NAHA E-Journal. Market Place Ads run for one year from date of purchase.

**As of December 2023, the
NAHA website averages over
56,000 visitors per month!**

Premium Listing



**Increase your visibility using
NAHA's Member Directory.
Create your Free or Premium Listings
in the "[Find An Aromatherapist](#)" section
on the NAHA website.**

Find An Aromatherapist Listing

Listings are for NAHA Members only. NAHA offers two listing types for members to choose from.

Option 1 - Free Listing:

FREE listings are always free and are auto-renewed as long as you remain a NAHA member. The free listing includes: your name, email and location. Friends members may only have a FREE listing.

Option 2 - Premium Listing:

Premium listings are \$25 per year, auto-renewed as long as you remain a NAHA member. Premium listings include: your name, email, website, phone, location, 50 word description, and business logo.

Login to your member page to submit your listing today!

NAHA Members: Login to your member page at naha.org and create a premium listing in the "Member Directory" section on the bottom right.

Advertising Guidelines



Advertising Submission Dates

All ads are due one month prior to the E-journal release date.

E-Journals

2024 Schedule

- 2024.1 • February 15, 2024
- 2024.2 • May 15, 2024
- 2024.3 • August 15, 2024
- 2024.4 • October 15, 2024

Graphic Ad Dimensions

Full Page:

7.1x9.6 inches @ 300dpi
(2130x2880 pixels)

Business Card: 3.4x2.25

inches
@ 300dpi
(1020x675 pixels)

Half Page:

7.1x4.7 inches @ 300dpi
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Quarter Page:

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RESERVE YOUR SPACE TODAY!

Advertising Details



Terms of Payment: All advertising must be paid for in advance of publication. No ads will run unless payment has been received prior to publication.

NAHA does not accept 'date sensitive' ads for the journal.* We recommend that if you have a class, course, or event with specific attendance dates and a registration deadline, that you purchase one of the NAHA E-mail Blast Campaign advertisement options. *The exception to this would be a class/course/event with expiry dates beyond the publication date of the journal issue in which the ad is placed. Note that publication dates for a specific journal are usually about 2 months past the deadline for ad submission but are also not guaranteed.

Placement: Every effort will be made to honor your ad placement request. All ad placements are on a first come, first serve basis.

Liability: The National Association for Holistic Aromatherapy and the editor/publisher is not, in any event, liable for any error which occurs with your ad. NAHA will not, in any event, be liable for loss of income or profits or any consequential damages. NAHA reserves the right to reject any advertisements that are deemed unacceptable, inappropriate or unsuitable. Advertisements with dated content material are not accepted for publication in the Aromatherapy Journal.

NAHA has the right to reject any advertisement materials that contain promotion of unsafe and/or contraindicated use of essential oils and aromatherapy techniques.

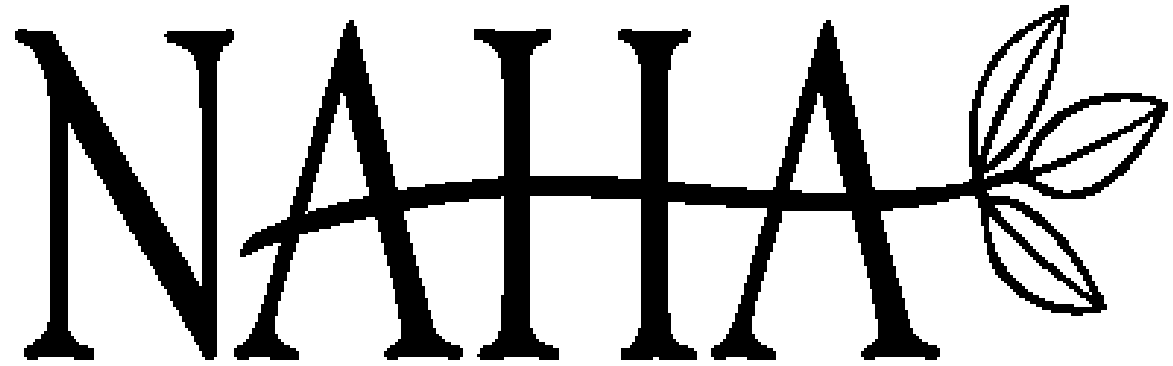
Please note: No grading system for essential oils exists in the USA. We therefore cannot accept ads which state: "therapeutic grade, medical grade," etc. It is acceptable to use the word "quality" instead of grade (e.g., "therapeutic quality").

Ad Formats Accepted: JPGs preferred, **minimum 300dpi**. Other formats accepted include InDesign, Illustrator and Photoshop files. When sending these file types, please include all fonts and linked images. Please ensure your ad dimensions fit the measurements outlined previously.

NAHA DOES NOT: Sell Essential Oils or Aromatherapy products. NAHA neither endorses nor approves of any particular product, brand, product-selling business or service which pays to advertise online or in the NAHA Aromatherapy journal, newsletters or other media and publication formats.

Ad Pricing Notice: Ad pricing may change without notice.

CONTACT



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