

## PARTNER ADVERTISING INFORMATION SHEET

Thank you for partnering with the OAV. We look forward to promoting you in our newsletter, on our Facebook page and through e-mail blasts. Newsletter Advertisements, Facebook posts and e-mail blasts are only valid for the current year for which the partner fee has been paid and may not be carried over to the next year, regardless of partnership status.

You may time your e-mail blast and Facebook post for a specific date to coincide with a promotion or one of our conventions.

**E-mail blasts** will be sent to our opticians lists using Constant Contact. Please send html or text with graphics with at least 5 days lead time.

For **Facebook posts**, send us an e-mail with the text, image and required publication date and time at least 48 hours in advance.

E-mail: [oav@vaopticians.org](mailto:oav@vaopticians.org) web: [www.vaopticians.org](http://www.vaopticians.org)

Facebook: [www.facebook.com/vaopticians](http://www.facebook.com/vaopticians)

### Newsletter—*The Spectacle*

**Ads must be RECEIVED by:**

**January 15th** for the February Issue

**April 15th** for the May Issue

**July 15th** for the August Issue

**October 15th** for the November Issue

### Ad size and specifications

The partner program includes one quarter page advertisement:

Vertical size: 3 5/8" x 4 7/8"

Horizontal size: 4 7/8" x 3 5/8"

Please e-mail camera ready art in pdf or jpg form to [oav@vaopticians.org](mailto:oav@vaopticians.org). The newsletter is printed in full color. Please send your art in CMYK colors.

Should you wish for us to create your ad using information you send, please e-mail [oav@vaopticians.org](mailto:oav@vaopticians.org) with the information and we'd be glad to do so.

**Quarter Page—Vertical:**  
3 5/8" x 4 7/8"

**Quarter Page—Horizontal:**  
4 7/8" x 3 5/8"

**Editor:**

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