



The International Association for the Study of Dreams

24th Annual Conference

Sonoma State University  
Rohnert Park, CA  
June 29 – July 3, 2007





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## Advertising Information

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### Publications

**The Final Conference Program** - Published annually for distribution at the annual conference

***DreamTime Magazine*** – The IASD magazine that is published three times a year and goes to all of our members.

*DreamTime* is not the type of publication that people read and toss. They tend to hang on to each and every issue for future reference. So advertising in *DreamTime* gets you a long-lasting impression. And, advertisers buying a one-year ad in *DreamTime* receive a free ad of the same size in the conference program. Your *DreamTime* ad will appear in the next published issue.

Advertising in the Final Conference Program gets in you front of approximately 400 individuals that are your target audience. We have lots of non-members who attend conference so an ad in the program expands your exposure.

The next page will give you all of the details such as specs, where to send your paperwork and payment, etc. You will find advertising sizes and rates on page 6.

You can also access a pdf version of the 2006 IASD Conference Program on our website.

### **SPECIAL ADVERTISING for IASD MEMBERS**

#### Member/ Author Ads

This special advertising opportunity is available for IASD members **only**, who are authors of books that would be of interest to our conference attendees. This would obviously include dream books, but could also include sleep, psychology, spirituality, or more. If you're not sure, just send us an email and we'll let you know if you qualify. All books advertised will also be available to purchase at the conference bookstore.

IASD currently boasts more than 90 published authors among its members. In the 2006 conference program we had 32 member/author ads. Was your ad included? If not, don't get left out again this year. Get the recognition that you deserve and support the fundraising efforts of IASD at the same time.



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Each ad will be a standard 1/8 page display ad, allowing for a unique and consistent look for a special Member/Author Section in the program. The ad cost will be \$40. On page 5 of this document you will find 2 pages from the 2006 program.

IASD member/authors will have the following three options to be included in the special Member/Author Section of the final conference program:

1. You can provide us with camera-ready artwork.
2. We will create your ad for you using one of several templates that have been designed for this section for a nominal fee of \$15.
3. You can have an ad designed by a graphics professional – Catherine Campaigne designs many of the ads that appear in *DreamTime* Magazine. Her hourly rate for creating an ad is \$70.

### ADVERTISING DETAILS

On the next page you will find our advertising rate card along with ad dimensions. All ads must be black and white or grayscale, and preferably submitted in Macintosh QuarkXPress format. Alternatively you may send as a 300 dpi EPS or TIFF file. Be sure to include all artwork and fonts in the file.

If you want us to design your ad the minimum fee is \$70, if you provide all necessary artwork and text required in the ad. More complex ads that require the creation of artwork or writing of text will be charged at an hourly rate. For information about us designing an ad for you contact: Catherine Campaigne at [cat00x@comcast.net](mailto:cat00x@comcast.net) or call 510-527-3907.

Complete your application online or fax it to 419-858-4071. Artwork can be submitted via email to [annefrey@comcast.net](mailto:annefrey@comcast.net).

Deadline for submission of application, payment and artwork for ads are as follow:

DreamTime Winter 2006	November 26, 2006
DreamTime Spring 2007	To be announced
Conference Final Program	March 30th, 2007

### Advertising Contact

Anne Frey  
Chair Sponsor Committee  
6322 Brookline Dr.  
Indianapolis, IN 46220-6709  
317-713-7106



## Advertising Rates

Ad size	Inches		cm		Member Rates		Non-Member Rates	
					<i>DreamTime</i> Magazine or Final Conference Program - 1 issue	1 year/3 issues of <i>Dream Time</i> + FREE ad of same size in Final Conference Program	<i>DreamTime</i> Magazine or Final Conference Program - 1 issue	1 year/3 issues of <i>Dream Time</i> + FREE ad of same size in Final Conference Program
1/8 page	3 5/8 x	2 3/8	1.4 x	0.9	\$50	\$130	\$65	\$165
	3.625 x	2.375						
1/4 page	3 5/8 x	4 3/4	1.4 x	1.9	\$100	\$275	\$130	\$350
	3.625 x	4.75						
1/2 page	3 5/8 x	9 5/8	1.4 x	3.8	\$165	\$400	\$230	\$600
	3.625 x	9.625						
or	7 5/8 x	4 3/4	3 x	1.9				
	7.625 x	4.75						
full page	7 5/8 x	9 5/8	3 x	3.8	\$300	\$750	\$425	\$1,000
	7.625 x	9.625						

Member/Author Ad Information	Rates
Special member/author ads 1/8 pg horizontal only	\$40
Ad created from template	\$15
Ad designed by Catherine Campaigne	\$70 per hour



# Special Member/ Author Advertising Section

Look for these and other titles by these authors in the Conference Bookstore located in the Green Room



**Dreams and Their Interpretations Made Easy**  
By Francis S. Stewart

A step-by-step guide to understanding your dreams and their meanings. This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**The Tao of Dreaming**  
A Holistic Approach to Dreams, Health, and Healing  
By Ramsey Elm-Gibby, Ph.D. and Elizabeth S.M.D.

An expert in Eastern dream interpretation joins a team of dream and health experts to explore the connection between dreams and health. This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Grendel and His Mother**  
Working the Messages of Childhood Through Dreams, Imagination, and Spirit  
By Nicholas D. White, Ph.D.

Psychology of childhood and adult development. This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Intuition Workbook**  
A Practical Guide to Developing Your Intuitive Abilities  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Guided by Dreams**  
From Dreams, Imagination, and Intuition to...  
By [Author Name]


This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Bloodlines of the Soul**  
Karmic Patterns in Your Life Dreams  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.

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**A Paranormal Casebook**  
About Reading in the Tenth Dimension  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Dreaming Within**  
A Practical Guide to Understanding Your Dreams  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Your Face: Your Destiny**  
A Practical Guide to Understanding Your Face  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.




**Appreciating Dreams**  
A Practical Guide to Understanding Your Dreams  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Bereavement Dreaming and the Inhabiting Soul**  
A Practical Guide to Understanding Your Dreams  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.



**Extraordinary Dreams and How to Work with Them**  
A Practical Guide to Understanding Your Dreams  
By [Author Name]

This book is designed to help you understand your dreams and their meanings. It is a practical guide to understanding your dreams and their meanings.

