

**Advertisement Information for DreamTime and IASD Annual Conference Program**

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Description automatically generated

**DreamTime**  
A Publication of the International Association for the Study of Dreams.

1672 University Avenue / Berkeley, California 94703

**Publisher**: International Association for the Study of Dreams

**For questions concerning distribution, returns, or reprints contact: office@asdreams.org**   
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**DreamTime is published three times per year in January, May and September.**

**Advertisement Material Deadlines**

* **November 15** for January/February
* **March 15** for April/May (\*deadline could be changed due to annual conference dates)
* **August 15** for September/October
* **New! Full color.**
* Total circulation average 550
* Format: 8.5×11, stapled, gloss cover, 44 pages.
* Distribution: hard copy print is mailed and online digital copy.

**IASD Annual Conference Program**  
A Publication of the International Association for the Study of Dreams.

1672 University Avenue / Berkeley, California 94703

**Publisher**: International Association for the Study of Dreams  
**General E-mail:**  office@asdreams.org  
**Editor-in-Chief**: Conference Committee

**Design and Advertising Coordinator**: Laura Atkinson lauranatkinson@hotmail.com

**IASD Annual Conference Program  is published once per year in June.**

**Advertisement Material Deadlines**

* **April 15** for June publication
* The hard copy of the program is printed in black and white. The online copy will be in color.
* All advertisements are gray scale. Sorry, no preferred placement ads available.
* A downloadable copy of the entire program will be made available on this website as additional marketing and proof of your ad placement.
* Total circulation: Averages 550 local and international conference attendees.
* Format: 8.5×11, stapled, gloss cover, approx. 70 pages (sometimes more depending on ad quantity) .
* Distribution: At annual conference site.

IASD Advertisement Size Specifications and Rates

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | **A la carte Inner Pages Advertisement - Advertisement Rates** | | | | | | | | | | |  | **Prepayment Discount** | |
|  |  | **Winter Edition DreamTime** | |  | **Spring Edition DreamTime** | |  | **Conference Program** | |  | **Fall Edition DreamTime** | |  | **10% Disc. for all 4 Pubs. Must prepay for all 4 publications to receive discount.** | |
|  | **Advertisement Size** | **IASD Member** | **Non Member** |  | **IASD Member** | **Non Member** |  | **IASD Member** | **Non Member** |  | **IASD Member** | **Non Member** |  | **IASD Member** | **Non Member** |
| **A** | **Full page** |  |  |  |  |  |  |  |  |  |  |  |  | *$1,700.00* | *$2,200.00* |
|  | 7.9"w x 9.75"h | $425.00 | $550.00 |  | $425.00 | $550.00 |  | $425.00 | $550.00 |  | $425.00 | $550.00 |  | **$1,530.00** | **$1,980.00** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **B** | **1/2 page Horizontal** |  |  |  |  |  |  |  |  |  |  |  |  | *$920.00* | *$1,180.00* |
|  | 7.9" x 4.875" | $230.00 | $295.00 |  | $230.00 | $295.00 |  | $230.00 | $295.00 |  | $230.00 | $295.00 |  | **$828.00** | **$1,062.00** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **C** | **1/2 page Vertical** |  |  |  |  |  |  |  |  |  |  |  |  | *$920.00* | *$1,180.00* |
|  | 3.8563"w x 9.75"h | $230.00 | $295.00 |  | $230.00 | $295.00 |  | $230.00 | $295.00 |  | $230.00 | $295.00 |  | **$828.00** | **$1,062.00** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **D** | **1/4 page** |  |  |  |  |  |  |  |  |  |  |  |  | *$520.00* | *$640.00* |
|  | 3.8563"w x 4.875"h | $130.00 | $160.00 |  | $130.00 | $160.00 |  | $130.00 | $160.00 |  | $130.00 | $160.00 |  | **$468.00** | **$576.00** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **E** | **1/8 page** |  |  |  |  |  |  |  |  |  |  |  |  | *$260.00* | *$320.00* |
|  | 3.8563"w x 2.4275"h | $65.00 | $80.00 |  | $65.00 | $80.00 |  | $65.00 | $80.00 |  | $65.00 | $80.00 |  | **$234.00** | **$288.00** |
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