



Advertising Information Package for

## ***Our Toxic Times***

Since 1990, the monthly magazine of the  
**CHEMICAL INJURY INFORMATION NETWORK**

PO BOX 301, White Sulphur Springs, MT 59645

Phone: 406-547-2255

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***Our Toxic Times*** (OTT) began publication in July of 1990 when the CHEMICAL INJURY INFORMATION NETWORK (CIIN) had 37 members. The intention was to provide moral support and information for chemically sensitive, chemically injured and chemically aware people in Montana, but very quickly that modest plan was overwhelmed. CIIN has grown to over 3,000 members across the United States and in numerous foreign countries. Because of all the confusion and misinformation about chemically induced health problems, CIIN and OTT have tried to remain grounded in only the most mainstream of research and services, and that approach has led to an active and well-respected organization. We hope our readership will appeal to you as a source of clients and customers and that you will grow along with us.

### **ADVERTISING POLICY**

***Our Toxic Times*** is a conservative publication and reserves the right to reject any advertising which it believes does not fit its conservative position. We do not allow advertisements of treatments or cures for MCS.

### **AD CLOSING DATE**

The deadline for receiving ads is the **13th of each month** to insure placement in the next issue.

### **RATES**

Advance payment is required before ads will be run.

CIIN sells advertising in ***Our Toxic Times*** by the space, not by the word, except for Personal Ads. The cost for advertising in OTT is \$10.00 per column inch. There are no discounts. (A column-inch is a space 1 column wide by 1 inch tall. For example, an ad that is 2 columns wide by 3 inches tall would be 6 column-inches. See Ad Specifications below regarding column sizes.)

Housing ads are generally grouped together. The smallest ad size available is 1 column-inch — 1 column wide by 1 inch tall — and can hold about 25-30 words without crowding.

Personal Ads are for CIIN members only, must contain contact information, and are subject to approval.

## **CIRCULATION INFORMATION**

Our readership is made up mostly of victims of chemical sensitivity or injury, and their families, but it also includes many doctors, lawyers, researchers and government representatives. It usually takes the Post Office two weeks to deliver to all our members. It is common for each issue ***Our Toxic Times*** to be passed from person to person, remaining in circulation for many months.

## **AD SPECIFICATIONS**

Camera Ready ads preferred (hard copy or electronic) except for simple text ads.

Electronic versions preferred. Please call to discuss format if other than JPEG, TIFF, PNG or PDF. Hard copies of photographs and half-tone graphics must be screened at an extra cost of \$15 each. They should be screened at a maximum of about 85 lines.

OTT uses a 3-column format on a near-letter-size page: A 1-column ad must be no more than 2.4" wide, a 2-column ad must be no more than 5" wide, and a 3-column ad may be up to 7.5" wide. No ad can be over 9.25" tall.

Hard copies are best in black and white. Good contrast color will usually work, except for blues which might be a problem to reproduce. For best results, they should be printed on 24 lb., printer-specific paper.

We can provide help building ads, as time allows, but ads arriving after the deadline must be camera-ready to have any chance of being included in the upcoming issue.

Personal Ads are simple text, and must be submitted by mail, fax or e-mail (preferred).

FOR BEST RESULTS from hard copies of ads, print them on 24-lb. paper formulated for your type of printer (e.g., inkjet paper for inkjet printers, etc.), and do not fold or crease the ad in mailing.

FOREIGN MEMBERS of CIIN cannot use U.S. 800 phone numbers, so they ask to see a second contact method such as address, fax number, regular phone number, web site, or e-mail address in ads to help them contact the advertisers.

CLOSING DATE for reserving ad space is the **13th of each month.**

If arrangements have been made by the 13th to run an ad, there are usually a couple of additional days to get the ad into our hands. Please ask if that is the case.

## SIZES & PRICES

STANDARD RATE = \$10.00 per column inch  
A column inch is 1" tall and 2.4" wide

**FULL PAGE** = 27.75 column inches \$277.00  
9.25" (max) tall x 3 columns (7.5" max) wide

**1/2 PAGE** = 14 column inches \$140.00  
4.625" tall x 3 columns (7.5" max) wide

**OR** 7" tall x 2 columns (5") wide

**1/3 PAGE** = 9.25 column inches \$92.00  
3" tall x 3 columns (7.5" max) wide

**OR** 4.625" tall x 2 columns (5") wide

**OR** 9.25" tall x 1 col. (2.4") wide

**1/4 PAGE** = 7 column inches \$70.00  
2.375" tall x 3 columns (7.5" max) wide

**OR** 3.5" tall x 2 columns (5") wide

**OR** 7" tall x 1 column (2.4") wide

OTHER SIZES may be used, of course: 1, 2, or 3 columns wide and any height up to 9.25" tall—in increments of at least 1/4 inch, please. Sample sizes are shown on the next page.

PLEASE AVOID ads taller than 8" but less than 9" tall.

## AD SAMPLES

2 column inches = **\$20**  
2" tall x 1 column  
(2.4") wide

4 column inches = **\$40**  
4" tall x 1 column  
(2.4") wide

4 column inches = **\$40**  
2" tall x 2 columns (5") wide

6 column inches = **\$60**  
2" tall x 3 columns (7.5") wide

**NOTE:** Ad prices are stated per column inch. We use a 3 column page format. To determine how many column inches are in an ad, multiply the ad's width (in columns) by its height (in inches).