



DEAF  
 COUNSELING  
 ADVOCACY &  
 REFERRAL  
 AGENCY

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**ADVERTISING OPPORTUNITIES**

DCARA's events, programs, services, and publications reach the deaf and hard of hearing communities in the San Francisco Bay Area and coastal northern California. To request a custom package, or logo placement on flyers, contact [donations@dcara.org](mailto:donations@dcara.org).

**DeafLink Newsletter** (Rates below are for one time insertion)

- \$50 **Business Card** – 1.85”h x 2.5”w
- \$75 **Quarter-Page** – 4.5”h x 3.75”w
- \$125 **Half-Page** – Vertical 9.25”h x 3.75”w or Horizontal 4.5” h x 7.5”w
- \$250 **Full-Page** – 9.25”h x 7.5”w
- \$250 **Outside Back Cover (if available)** – 4.25”h x 5.5”w
- \$120 **Annual Sponsorship**  
 Small black & white logo in sponsor box for 1 year / 4 issues.

**Website Advertising** – 4700+ hits with 2900+ unique visitors a month

- \$250/yr **Text Link** on DCARA links page for one year
- \$50/mo **Job Posting** on employment page w/ link
- \$50/mo **Sidebar Ad** on DeafLink archives index page  
 Up to 125w x 240h pixels; maximum file size 15Kb
- \$500/yr **Large Banner Ad** on DeafLink archives index page  
 Up to 468w x 60h pixels; maximum file size 20Kb
- \$75/mo **Featured Banner Ad** on events calendar page  
 Up to 468w x 60h pixels; maximum file size 20Kb
- \$100/mo **Full Coverage Banner Ads** - on events page, DCC  
 calendar page, and DeafLink archives page.  
 \$1000/yr
- 125/mo
- \$1250/yr

**NEW!!**

Text ad in DeafNews email announcement – <http://www.dcara.org/email>. 800 Subscribers. \$100 per 100 words, \$10 for each additional 10 words. Subject to approval. Advance notice required.

**Ad specifications and instructions:**

Deadline for advertising is the 15<sup>th</sup> of the month preceding publication. DeafLink is published quarterly: March, June, September, and December. Surcharges may apply to ads not meeting specifications. DCARA reserves the right to edit or refuse any content or advertising. Discounts available for fellow non-profits. Contact [donations@dcara.org](mailto:donations@dcara.org) for more information.

Submit digital art (TIFF or JPEG @ 300 ppi for print; @ 72+ ppi for web) via email to [donations@dcara.org](mailto:donations@dcara.org), or by mail on CD. Payment due prior to publication. Mail camera ready art with payment to DCARA. Include SASE for return of artwork if desired.



Rates effective December 1, 2008; subject to change without notice. (updated Oct 30, 2008)  
 Deaf Counseling Advocacy & Referral Agency is a 501(c)(3) charitable organization.  
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