

SHINE Newsletter Advertising

Put your business in front of autism families, caregivers, educators, advocates and community supporters through a trusted community resource.

Why Advertise With SHINE

1,401	Targeted audience
Email Subscribers	Autism Community Audience

Your business is featured alongside resources, events, and information families look to SHINE for.

Advertising Opportunities

PARTNERSHIP LEVEL	MONTHLY RATE	INCLUDES
Spotlight Partner	\$400	Business name, logo, short description, and clickable website link in the partner section near the bottom of the newsletter.
Empowerment Partner	\$600	Everything in Spotlight Partner, plus a visible linked listing under Resources on the SHINE website, larger logo placement, expanded business description, a featured newsletter section higher in the email, and one scheduled quarterly social media feature on a SHINE platform.

Each advertising package requires a separate 12 month advertising agreement, signed before placement begins. Advertising is billed monthly.

Advertising Guidelines

- Ad space is reserved monthly and is subject to availability.
- Advertising space is not exclusive unless stated in the signed agreement.
- Rates apply for the initial 12 month term and may be adjusted at renewal with advance notice.
- Payment for each month's advertising must be received by the 15th of the preceding month. Payments received after the 20th incur a 5% late fee and advertising may be paused until the balance is paid in full.
- Accepted payment methods are Zelle or PayPal.
- Additional social media features are available for \$100 each. Social content is scheduled by SHINE and does not guarantee engagement.
- Advertising materials must be submitted by the 20th of the preceding month. Example: for December 1 placement, payment is due November 15 and materials are due November 20.
- Advertisers must provide a high quality logo, website link, and approved copy by the stated submission deadline.
- SHINE may decline advertising that does not align with its mission, values, or audience.

Important Policies

No Refunds: All advertising payments are final. Once payment is submitted, SHINE does not provide refunds for canceled, unused, delayed, or partially used advertising space. If SHINE is unable to publish an approved advertisement because of an error on SHINE's part, SHINE may offer placement in a future newsletter issue.

Community Consideration: SHINE carefully considers advertising partners for alignment with our community and mission. Advertising does not constitute a guarantee of an advertiser's products or services. Families are encouraged to use their own judgment when selecting services or making purchases.

To reserve advertising space or request upcoming newsletter deadlines, contact SHINE
info@shineautism.org | 404 369 1090 | www.shineautism.org