



## Professional Member Spotlight Benefit

The International Enneagram Association is pleased to offer the Professional Member Spotlight Program available to current IEA Professional level members. See below for details:

### **SPOTLIGHT DIRECT**

This is an opportunity to advertise via an email campaign and an online ad. A Spotlight Direct email will be sent to IEA's distribution list (4,500+) on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of each month. You will have an option to purchase a spot in either the 1<sup>st</sup> or 3<sup>rd</sup> email, or both. There is a maximum of 3 spots available for each email. Each spot will link to the member's own website where email recipients can learn more about the offer. The Spotlight Direct will also include an online ad that will rotate on the [IEA Nine Points](#) website for four weeks or eight weeks (depending on package selected). Text for the email will have a limit of 85 words – including the title. Offers (or messages) will be subject to IEA review and approval.

#### **Spotlight Direct Package A - \$300 USD**

- 1 spot in the Spotlight Direct email on either the 1<sup>st</sup> or 3<sup>rd</sup> Tuesday of the month. We will share the email campaign on the IEA social channels (Facebook, LinkedIn and Twitter).
- 4 weeks - Spotlight Online ad on IEA Nine Points

#### **Spotlight Direct Package B - \$500 USD**

- 1 spot in the Spotlight Direct email on both the 1<sup>st</sup> AND 3<sup>rd</sup> Tuesdays of the month (or consecutive). We will share the email campaign on the IEA social channels (Facebook, LinkedIn and Twitter)
- 8 weeks - Spotlight Online ad on IEA Nine Points

**Benefit:** This program has maximum opportunities to get your message in front of the IEA community.

Click to view a sample [IEA Spotlight Direct](#) and to view [Spotlight Online Ads](#)

## **SPOTLIGHT ONLINE**

Spotlight advertising on IEA Nine Points where all news, events and the IEA Member Library are found. The Spotlight Online offer features rotating ads that appear in a dedicated sidebar on IEA Nine Points. These are purchased as weekly ads (or included with Spotlight Direct above).

### **Spotlight Online Weekly Package - \$50 USD per week**

- 1 x weekly ad featured on IEA Nine Points only as a rotating ad on a dedicated sidebar column.

**Benefit:** IEA Nine Points receives an average of 10,000 visitors per month. As an IEA Professional member, take part in the Spotlight program and reach more people to advertise your workshops, events, books or resources.

## **HOW TO PARTICIPATE**

Any IEA Professional Member in good standing may provide an offer related to their individual professional services or professional services provided by a business with which they are associated as long as the service is centered around the Enneagram.

Professional Members may also use this opportunity to solicit assistance or feedback from the Enneagram Community in support of activities or projects related to the Enneagram or allied disciplines. Final approval of all messages is at the discretion of the IEA.

Participation is first-come, first-served basis Payment is required to reserve your spot. Send email to [memberservices@internationalenneagram.org](mailto:memberservices@internationalenneagram.org) for more information and to reserve your Spotlight.

Click to view [Spotlight Online Ads](#)

## DEADLINES FOR PARTICIPATION AND MATERIAL SUBMISSION

Below are the dates for the email campaigns (blue column) accompanied by the dates (midnight Eastern time zone) by which you will need to provide the copy / materials for your listing (orange column). To check availability and reserve your spot, please send email to [memberservices@internationalenneagram.org](mailto:memberservices@internationalenneagram.org).

<b>Campaign Month: (1<sup>st</sup> &amp; 3<sup>rd</sup> Tuesday)</b>	<b>Materials due by:</b>	<b>Campaign Month: (1<sup>st</sup> &amp; 3<sup>rd</sup> Tuesday)</b>	<b>Materials due by:</b>
June 2020	May 19	January 2021	December 17
July 2020	June 23	February 2021	January 19
August 2020	July 21	March 2021	February 16
September 2020	August 18	April 2021	March 23
October 2020	September 22	May 2021	April 20
November 2020	October 20	June 2021	May 18
December 2020	November 13	July 2021	June 22

### Accepted File Types:

Please provide a high-quality jpg photo. Square format is requested. Only one photo will be accepted for your email campaign, so please be sure it is clear and in a square format.

### Copy Provision:

Please be sure to provide the complete URL/link to the page where you would like us to link your copy.

We will provide only minor editorial services such as catching typos and making minor grammatical fixes, so please carefully review your copy before submitting.