

2017-2018 *Media Kit and Rate Sheet*



The Independent Newspaper for Practitioners

Rate Card # 12

Effective with January/February 2017 issue



*Celebrating more than 25 years
of publishing
The National Psychologist*

Help your business **GROW**
by advertising in each issue of *The National Psychologist*.
Your message will be seen by nearly 200,000 sets of eyes
during the year.

Website advertising now available
(see inside)

620 Taylor Station Road, Suite F, Gahanna, Ohio 43230
Phone: 614-861-1999; Fax: 614-861-1996; Email: Natlpsych@aol.com
www.nationalpsychologist.com

General Information about *The National Psychologist*

For more than 25 years, *The National Psychologist - The Independent Newspaper for Practitioners*, has been mailed to nearly 30,000 practicing psychologists in the USA. **The pass-along readership can reach as high as 40,000 people per issue.** *The National Psychologist (TNP)*, is published bi-monthly in January, March, May, July, September and November. A sizable portion of our readership **controls the purchasing budgets for their practices and are the final decision makers.** If your business caters to practitioners, **every reader is a potential customer. By advertising in all six issues, your message will be seen by nearly 200,000 sets of eyes during a calendar year.**

We can help **GROW** your business.

Editorial Profile

Practicing psychologists who wish to stay informed about issues affecting their practices read *The National Psychologist*. Each issue covers the latest news and developments within the professional arena. Our independent status allows us to cover stories and topics others would not cover. We do not shy away from controversial topics. We speak directly with the newsmakers. Our editorial focus is on professional and business topics including: risk management, ethics, malpractice issues, reimbursement, marketing psychological service, prescription rights, confidentiality, legal and legislative issues, practice building opportunities, updated coding systems and many other topics important to practicing psychologists.

Target Audience/Circulation/Readership/Demographics

Nearly 30,000 practicing psychologists receive each issue of *The National Psychologist*. Our readers work in a variety of practice settings including: individual/solo or group practices, V.A. Medical Center's, community mental health centers, inpatient/outpatient treatment centers, EAP's, hospitals, prisons, residential treatment facilities, university counseling centers and others. **More than 90% of our readers hold earned doctoral degrees. Our readers are split evenly by gender. Approximately 25% have been in practice fewer than 10 years. About 35% have practiced for 30 years or more. Copies of each issue are evenly distributed across the USA. During 2017, we plan to continue to reach out to more early career psychologists as well as upper level graduate students.**

Value-added Circulation

Many issues of *TNP* receive value-added circulation at conferences, workshops or conventions where practicing psychologists attend including: * APA Convention, * APA Council of Representatives, * state leadership meetings * state psychological association meetings, * specialized practice, ethics, risk management and other workshops.

Copies of *TNP* have also been distributed in psychology programs including: Alliant International University-CSPP (CA); Wisconsin School of Professional Psychology; Chestnut Hill College (PA); Wright State University, SOPP (OH), Loyola University (MD), Nova Southeastern University (FL), Texas A&M University, William James College (formerly Massachusetts School of Professional Psychology) and many others. **Advertisers incur no additional cost for this value-added circulation.**

Special Sections

Special sections combining editorial content and advertising and are planned in advance. As sections are developed, appropriate advertisers are notified. **(Suggestions for special section topics are welcomed.)**

Online Advertising is now available

See the bottom of the attached rate sheet for pricing, ad sizes, acceptable formats and other details. Our website is located at: www.nationalpsychologist.com

Endorsements and Testimonials

From our advertisers:

“The response has been great. In the short time since the issue came out, we’ve had more than 30 “uses” of the code. I am happy with that, since many of them appear to be new users.

William Deardorf, Ph.D., Owner
BehavioralHealthCE.com

“We’ve found that advertising in *The National Psychologist* expands the access we have to mental health professionals far beyond our own capabilities and is a useful source for generating new leads.”

Pearson Assessments, San Antonio, TX.

“I consider advertising in *The National Psychologist* an integral part of my marketing communications plan to build awareness and lead generation for PAR products.

PAR, Inc., Lutz, FL.

In addition to these comments, several long-time advertisers have said they get a better quality response from advertising in *The National Psychologist* than from other publications.

From our readers:

“ ... TNP is an excellent source of non-scripted information about psychology and the many issues impacting professional practice. I frequently recommend TNP to my colleagues as an excellent companion news source.”

Bruce E. Bennett, Ph.D., Retired CEO of the APA Insurance Trust

“I find TNP very helpful as a police psychologist in private practice. A few months ago, I terminated therapy with a very difficult client. When I wrote the D/C (discharge) notes, I included a copy of the article about the ethics of termination. ... Thank you for a great publication.

Anne Bisek, Psy.D., Fremont, CA.

“Thank you for your lively, informative and progressive reporting. I value the alternative and in-depth perspective TNP provides.”

John M. Fusco, Ph.D., Chicago, IL.

“I have been receiving TNP for the last couple of years and have come to rely upon it as an excellent source of information. I appreciate the opportunity to grow to love it.”

Dr. Laurie Baldwin, Texas Psychological Assn. (former board member)

“I retired in July 2012 and thought I could live without TNP. Perhaps I could, but life is more pleasant getting your publication which I’ve enjoyed reading over many years during my active career.”

Diane E. Bunker, Ph.D., Redlands, CA.

Other marketing opportunities *The National Psychologist* offers:

- * Online advertising
- * Mailing list rental (list is updated four to six times a year)
- * Reciprocal website links (a value-added service available to print advertisers)
- * Special section advertising

The National Psychologist
620-F Taylor Station Rd. (Note our new Suite)
Gahanna, Ohio 43230
614-861-1999

Media Kit and Rate Sheet
2017-2018 Print and Online
advertising information

Advertise in each issue of
The National Psychologist
and reach nearly 30,000
practicing psychologists nationwide.

ADVERTISING RATES (rate card # 12)
for *The National Psychologist*
Effective January/February 2017 issue Volume 26, No. 1

Circulation

About 30,000 copies are mailed bi-monthly to psychologists in practice. Pass along circulation is typically between 35,000 - 40,000. TNP is published in January, March, May, July, September and November.

Advertising rates (2017-2018)

Display (space only) black and white

| | |
|-----------|-------------|
| Full page | \$1,990.00 |
| 1/2 page | \$ 1,025.00 |
| 1/4 page | \$ 580.00 |
| 1/8 page | \$ 330.00 |

Display color rates

| | |
|--|-----------|
| Four color process | \$ 650.00 |
| Two color process (black plus one color) | \$ 300.00 |

NO BLEEDS AVAILABLE

Special positioning

Additional 10%

Multiple insertion discounts (1/4 page ads or larger)

5% discount on three ads during a calendar year or
 10% discount on six ads
 (no discount on 1/8 page ads, special positioning, display color rates or classified ads)

Mechanical requirements

| Ad size | wide x high |
|-----------------------|--------------------|
| Full page | 9.625" x 10.25" |
| 1/2 page (vertical) | 4.7" x 10.25" |
| 1/2 page (horizontal) | 9.625" x 5.18" |
| 1/4 page (vertical) | 2.25" x 10.25" |
| 1/4 page (square) | 4.7" x 5.18" |
| 1/4 page (horizontal) | 7.15" x 3.25" |
| 1/8 page (vertical) | 2.25" x 5.18" |
| 1/8 page (horizontal) | 4.7" x 2.5" |

Page specifications

| | |
|-----------------|----------------------------------|
| Page size | 10.392" x 11.466" |
| Live print area | 9.6" x 10.25" |
| Four columns | 2.25" wide each with .20" gutter |

Electronic transmittal of press ready files: Electronic ad files are requested in PDF, EPS or TIFF formats. Files should be at least 200 resolution (dpi) & sent at the correct size. If the ad is to run as a two or four color ad, please submit color files as CMYK. All fonts and images must be included.

Classified ads

\$9.00 per typeset line
 six line minimum charge: \$54.00
 35-40 characters and spaces per typeset line
 Display employment ads -- use display rates

Deadlines

Display - 10th day of the month prior to publication date
 example: June 10 for July/Aug issue
Classified - 15th day of the month prior to publication date

Inserts

Call for rates, sizes and other requirements

Terms (NET 30)

All rates quoted are NET rates
 No ad agency discounts (agencies may charge their clients more than our published rates)

All first-time ads must be pre-paid

Payment conditions:

Preferred method of payment is by check; however, we will accept Visa, MC, Discover or Am.Ex. for advertising payments totaling \$600 or less. All advertising invoices unpaid for more than 60 days from issuance date are subject to interest charges of 1.5% per month or 18% per year.

| ONLINE ADVERTISING | | |
|---|---|-------------------------------|
| Accepted Media Types & Ad Sizes | | |
| Rates: | \$125.00 monthly (Not per issue) | |
| Standard Ads | Accepted | Approved Vendors |
| 3rd Party - iFrame, HTML, Javascript | Yes | DoubleClick, Atlas |
| GIF, JPEG | Yes | N/A |
| Flash | Yes | N/A |
| HTML / iFrame / Javascript | Yes | N/A |
| Note: Standard ads may be expandable upon rollover only. | | |
| Rich Media Ads | Accepted | Approved Vendors |
| Expandable | Yes | DoubleClick, Pointroll, Atlas |
| Out of banner / floating | No | N/A |
| Interstitial | Yes | DoubleClick, Pointroll, Atlas |
| Pop-ups / Pop-unders | No | N/A |
| Video | Yes | N/A |
| Ad Sizes | Dimensions | Maximum file size |
| First article position | 300 x 250 | 25k standard / 32k rich media |

For additional information or to place insertions, please contact:

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