



THE NATIONAL  
**Psychologist**

The Independent Newspaper for Psychology Practitioners

Rate Card # 14

Effective Fall 2019 issue

*2019-2020 Advertising  
Media Kit and Rate Sheet*

For 28 years, *The National Psychologist* has been published bi-monthly.

**Beginning with the Fall 2019 issue,  
*The National Psychologist*  
will be published on a quarterly basis.**

Our readership is between 25,000-30,000  
practicing psychologists nationwide.

**Website advertising 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](http://www.nationalpsychologist.com)

## General Information about *The National Psychologist* (TNP)

TNP caters to practicing psychologists. Our readers are potential customers for your business. We are in our 28th year of publishing, *The National Psychologist* (TNP) - *The Independent Newspaper for Psychology Practitioners*. It is now being published quarterly (four times a year) in Spring (March), Summer (June), Fall (September) and Winter (December). **A sizable portion of our readership are the final decision makers about purchases for their practice.**

## Target Audience/Circulation/Demographics

The target audience of readers of *The National Psychologist* is practicing psychologists. Each issue is mailed to between 25,000-30,000 readers in the USA. **Pass-along readership is estimated between 5,000-10,000 additional readers per issue. Most issues also receive bonus distribution at workshops, conferences, conventions, meetings where practitioners attend. In addition, extra copies make their way to several graduate school programs.** Our readers and their colleagues work in a plethora of practice settings. Some of those settings include: individual/solo or group practices, hospitals, V.A. Medical Center's, community mental health centers, inpatient or outpatient treatment facilities, prisons, university counseling centers and other public and private practice venues. **More than 90% of our readers hold earned doctoral degrees. They are split almost evenly by gender. About 30% have been in practice for less than 10 years. Another 25% have practiced for 30 years or more. Copies of TNP are evenly distributed across the USA.** Selected articles may receive extra exposure online or as reprinted materials.

**Each year, we reach out to more early career psychologists and upper level graduate students.**

## Editorial Profile

Each issue of *The National Psychologist* covers the latest news and developments within professional psychology practice. Our independent status allows us to cover stories and topics others would not. We do not shy away from controversy. We speak directly with the newsmakers. Our editorial focus is on professional and business topics including: risk management, ethics, malpractice/liability issues, marketing psychological services, reimbursement, prescription rights, confidentiality, legal and legislative issues, practice building opportunities, updated coding systems and other topics important to practitioners.

## Value-added Circulation/Distribution for advertisers

Most issues receive bonus or value-added distribution at conferences, workshops, conventions or meetings where practicing psychologists attend. Just a few of these include: APA Convention, APA Council of Representatives, APA Practice Leadership Conference, several state psychological association meetings and other practice related workshops.

During the past year, TNP has been distributed to graduate psychology programs at: Midwestern University (IL); Wisconsin School of Professional Psychology (WI); Wright Institute (CA); Texas Woman's University (TX); Argosy University - Orange County (CA); Adler University (IL); Nova Southeastern University (FL); William James College (MA) and others.

**Advertisers incur no extra cost for any of 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. **(Special section topic suggestions are welcomed.)**

## Online Advertising

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](http://www.nationalpsychologist.com)

## Endorsements and Testimonials

### From our advertisers:

“... I usually get many requests from people to add them to our mailing/emailing list after the ad appears.”  
**American College of Forensic Psychology, Balboa Island, CA.**

“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:

“*The National Psychologist* ... should be available to all intern and post-doc training sites. It is, perhaps, the single best source of information about our profession.”  
**Robert H. Goldstein, Ph.D., from APPIC Newsletter, May 2016**

“I tout *The National Psychologist* as an important means by which psychologists can continue to communicate and distribute “truth” at a time when our country is facing a profound challenge to the “basic facts” upon which psychological science and practice are founded.”  
**Charles L. Cooper, Ph.D., Retired Professional Affairs Director,  
North Carolina Psychological Association**

“... *The National Psychologist* is my favorite professional subscription, and I appreciate the relevance of the articles. The opportunity to earn 1 CE credit is an additional benefit.”  
**Dianna Miller, Ph.D., Springboro, OH**

“... *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**

“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)**

**ADVERTISING RATES FOR 2019-2020 (rate card # 14)**  
**for *The National Psychologist***  
**Effective Fall 2019 issue Volume 28, No. 5**

**Circulation**

Beginning with the Fall 2019 issue, 25,000-30,000 copies will be mailed **quarterly** to practicing psychologists. Pass along circulation can reach 10,000 additional readers. TNP is published four times a year with mail dates in mid-late March, June, September and December.

**Advertising rates (2019-2020)**

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

**Mechanical requirements**

<b>Ad size</b>	<b>wide x high</b>
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. (PDF is preferred.) Files should be at least 300 resolution (dpi) & sent at the correct size. If the ad is to run as two or four color process, please submit color files as CMYK. All fonts and images must be included.

**Classified ads**

\$9.00 per typeset line. There is a six line minimum charge = \$54.00  
 There are 35-40 characters and spaces per typeset line  
 Display employment ads -- use display rates

**Deadlines**

**Display** - 5th day of the month of publication date. March 5 for the Spring issue; June 5 for the Summer issue, September 5 for the Fall issue and December 5 for the Winter issue.

**Classified** - 10th day of the month of publication.

**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, Visa, MasterCard, Discover or American Express credit cards will be accepted for payments of \$600 or less. All unpaid advertising invoices, more than 60 days in arrears from the issuance date, are subject to interest charges of 1.5% per month or 18% per year.

<b>ONLINE ADVERTISING</b>		
<b>Accepted Media Types &amp; Ad Sizes</b>		
<b>Rates:</b>	<b>\$125.00 monthly (Not per issue)</b>	
<b>Standard Ads</b>	<b>Accepted</b>	<b>Approved Vendors</b>
3rd Party - iFrame, HTML, Javascript	Yes	DoubleClick, Atlas
GIF, JPEG	Yes	N/A
Flash	Yes	N/A
HTML / iFrame / Javascript	Yes	N/A
<b>Note: Standard ads may be expandable upon rollover only.</b>		
<b>Rich Media Ads</b>	<b>Accepted</b>	<b>Approved Vendors</b>
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
<b>Ad Sizes</b>	<b>Dimensions</b>	<b>Maximum file size</b>
First article position	300 x 250	25k standard / 32k rich media

**For additional information or to place insertions, please contact:**

**Martin A. Saeman, Advertising Sales Director, The National Psychologist,  
 620-F Taylor Station Rd., Gahanna, Ohio 43230; Phone: 614-861-1999; Fax: 614-861-1996;  
 Email: natlpsych@aol.com; Website: www.nationalpsychologist.com**