



The Ohio Psychological Association (OPA) offers multiple advertising and visibility opportunities. Your time and advertising investment are important to OPA. We understand that different media and venues may work better for some vendors than others. To better meet your needs, OPA proudly offers a dynamic range of exposure opportunities including print, classified advertisements, online banners, advertorials, e-newsletters plus event sponsorship and exhibit space.

Print Opportunities

OPA REVIEW

These member magazines, circulation 1,700, are published two times per membership year in November and April. Issues contain information about the association's activities and current news about psychology.

*OPA Review Deadlines: November Issue - October 5, 2017
April Issue - Feb. 28, 2018*

	Dimensions	1 Issues	2 Issues
Business Card	1 ¼ X 3 horizontal	\$95	\$85@
Quarter Page	5 X 3 horizontal	\$210	\$200@
Half Page	8 X 5 horizontal	\$375	\$355@
Full Page	8 X 10 ½ vertical	\$510	\$495@

OPA ANNUAL CONVENTION REGISTRATION BROCHURE

More than 4,000 brochures are mailed to Ohio psychologists, counselors, students and social workers who wish to attend OPA's Convention. This registration brochure provides great visibility for your business!

OPA Convention Registration Brochure Deadline: Jan. 10, 2018

	Dimensions	1 Issues
Half Page	8 X 5 horizontal	\$395
Full Page	8 X 10 ½ vertical	\$500

OPA ANNUAL CONVENTION ON-SITE BROCHURE

OPA's 2018 Convention takes place April 26-28. Program attendance is estimated at 350-400. Attendee will receive an on-site program filled with information about events, workshops, sponsors, exhibitors and the convention schedule.

OPA Convention On-Site Brochure Deadline: March 30, 2018

	Dimensions	B&W	Color
Half Page	5.5 X 4 horizontal	\$125	\$150
Full Page	5.5 X 8.5 vertical	\$175	\$200

OPA ANNUAL REPORT

The OPA Annual Report is mailed to all Ohio psychologists, counselors, students and social workers (circulation 4,000) in July and highlights OPA's activities throughout the year.

OPA Annual Report Deadline: June 4, 2018

	Dimensions	1 Issues
Business Card	3 X 1 ¼ horizontal	\$250
Quarter Page	5 X 3 horizontal	\$350
Half Page	8 X 5 horizontal	\$495
Full Page	8 X 10 ½ vertical	\$600

THE OHIO PSYCHOLOGIST

The Ohio Psychologist is the scholarly, peer-reviewed journal of the Ohio Psychological Association. Published annually in September, this magazine has a circulation of 1,700.

The Ohio Psychologist Deadline: July 27, 2018

	Dimensions	1 Issues
Business Card	1 ¼ X 3 horizontal	\$95
Quarter Page	5 X 3 horizontal	\$210
Half Page	8 X 5 horizontal	\$375
Full Page	8 X 10 ½ vertical	\$510

Important Print Advertising Information

AD FORMATS: High-quality digital ads are accepted, with a minimum of 300 dpi, in the following formats: .eps, .tif and pdf. Email artwork to leslie@burgiemediafusion.com

BLACK & WHITE VS. COLOR PRICING: Unless stated otherwise, all prices listed are for black & white ads. Color ads are only available in OPA's Convention On-Site Brochure.

HIGH-VISIBILITY PLACEMENT: Special ad placement on the inside front cover, inside back cover and back cover is available for a 15 percent up-charge.

Online Opportunities

CLASSIFIED ADS

\$60 for the first 50 words, \$5 for each additional 10 words

Classified advertisements are posted on the OPA website. Ad categories include: Job Market, For Sale, Office Space, Workshops/Seminars and Miscellaneous. Ads will remain on the website for three months unless you ask us to remove it sooner. Classifieds will be included in OPA print publications based on print date and available space. To receive a quote, submit your ad electronically to Karen Hardin at khardin@ohpsych.org or call the OPA Office at 614.224.0034. View current postings at visit.careers.ohpsych.org.

WEBSITE ADVERTISING

Grow your online presence and reach your target audience by advertising on ohpsych.org! Build your brand and recognition by putting your company logo and message front and center. With more than 4,000 visits per month, OPA's website provides you with great exposure at affordable prices. Annual rates are available below.

Ad Type	Size	12 Months / 1 Year
Sidebar Large	310 w X 394 h	\$1275
Sidebar Small	310 x X 232 h	\$1200

MONTHLY E-NEWSLETTER: OPA NOTES

\$200 for a single month

\$510 for three months (must be consecutive)

Add an Advertorial for only \$150 for a single month

OPA Notes, our monthly electronic newsletter, reaches over 2,000 OPA members including licensed psychologists who work in private, public and academic settings that serve a diverse patient population across Ohio as well as undergraduate and graduate student members. The e-newsletter contains regular features such as the President's Message, association news, committee announcements, advocacy alerts and member benefits. Advertising space is limited to three vendors per issue. Reserve your space today! Submit JPEG images, 500 w x 122h.

ADVERTORIAL ADD-ON TO MONTHLY E-NEWSLETTER: OPA NOTES

\$150 for a single month (e-newsletter ad required)

Looking for added visibility... include an ADVERTORIAL with your e-newsletter ad! Advertorials put the spotlight on your practice, service or product. Remember to include a photo, website and contact information. (Limit 250 words)

LOOKING FOR SOMETHING MORE?

Custom visibility packages are available!

Contact leslie@burgiemediafusion.com

Event Sponsorship and Exhibit Opportunities

EVENT SPONSORSHIP

\$300 for half day workshop / \$500 for full day workshop

OPA offers a variety of statewide educational workshops that provide continuing education credits to not only licensed psychologists, but also social workers and counselors. Event sponsorship is a great way to introduce Ohio's mental health specialists to your company's products and services. Sponsorship includes your company logo and link on OPA's website, recognition in event marketing materials, a two minute address to event attendees and the opportunity to place promotional materials in each attendee's packet.

Held in the spring, OPA's Annual Convention offers special sponsorship packages. Call for more information.

EXHIBIT TABLES

Throughout the year, OPA offers several opportunities for vendors to host an exhibit table. Events include OPA's Annual Convention, Legislative Day, and our fall workshop series. Prices vary depending on the event. Contact Karen Hardin at khardin@ohpsych.org or call the OPA Office at 614.224.0034 for more information.

For More Information About All of These Opportunities

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