



# Texas Psychological Association 2018 Advertising Opportunities

## Online

**\$450**

### HOMEPAGE BANNER AD

Catch website viewers' attention with one of our homepage rotating banner ads. Price per month. Multi-month discounts available.

**\$450**

### ECLIPS AD

Hit 1,800+ inboxes twice a week for a month. EClips is an electronic news clipping service sent every Tuesday and Thursday to members.

**\$250**

### EMAIL EVENT AD

Send an email to more than 3,800+ psychologists, mental health professionals, and psychology students. Ad must be related to professional development.

**Pricing  
Varies**

### CAREER CENTER POST

When it comes to finding qualified professionals in the mental health industry, where better to look than the association that represents them? Post a job ad on the TPA Career Center.

**\$150**

### CALENDAR EVENT POSTING

Post a professional development event to the TPA Calendar. Add-on rate available to email blast.

**\$325**

1/4 page ad  
convention  
program

**\$500**

1/2 page ad  
convention  
program

**\$1000**

Full page ad  
convention  
program

**\$1250**

IFC, OBC ad  
convention  
program

## Print

### THE TEXAS PSYCHOLOGIST

Published quarterly with relevant information on psychological strategies, opportunities, issues, laws and regulations. The *Texas Psychologist* has a circulation of more than 1,800 per issue and its readership encompasses some of the most successful practicing psychologists in the state today, as well as psychology graduate students.

**\$500**

1/4 page ad

**\$550**

1/2 page ad

**\$600**

Full page ad

**\$750**

IFC, IBC ad

**\$800**

OBC ad

## Convention

Strengthen your connections with 650+ psychologists, other mental health professionals and students who work in private practice, hospitals, schools, community mental health centers, academic institutes, medical schools, and large business organizations throughout the state.

**\$325**

Packet Insert

**\$550**

Exhibitor

**Pricing  
Varies**

Sponsorships

### Publication & Advertising Schedule

Issue	Ad Due	Mail Date
Winter	Jan. 6, 2018	Jan. 31, 2018
Spring	May 1, 2018	May 31, 2018
Summer	July 3, 2018	July 31, 2018
Fall	Oct. 1, 2018	Oct. 30, 2018

### Advertising Rates

Size	Per Term (4 Issues)	Per Issue
Full Page	\$2,000	\$600
1/2 Page	\$1,800	\$550
1/4 Page	\$1,500	\$500
IFC, IBC	\$2,500	\$750
OBC	\$3,000	\$800

### AD Specifications

#### Size/Location Dimensions

*IC	8.5" X 11"
*Full Page:	8.5" X 11"
1/2 Page:	7.5" X 4.75"
1/4 Page:	3.625" X 4.75"
*OBC	8.5" X 8.5"

\* for bleed add .125" on all sides

All ads will be in black and white except for the inside front/back cover and outside back cover ads, which will be in full color. All ads must be submitted in press-ready PDF format.

## About the *Texas Psychologist*:

As the official publication of the Texas Psychological Association, the *Texas Psychologist* provides association members and potential members with relevant information on psychological strategies, opportunities, issues, laws and regulations. Published quarterly, it has a circulation of more than 1,800 per issue. The *Texas Psychologist's* readership encompasses some of the most successful practicing psychologists in the state today, as well as psychology graduate students.

## Increase visibility at a discounted rate

Combine your print advertisement with a rotating banner ad on our homepage or hit email boxes twice a week with an EClips ad. Want face-to-face interaction? Join more than 500+ psychologists and psychology students at our annual convention. Discounted rates available for multiple- and mixed-media purchases.

## Readership

1,800+

Psychologists, mental health professionals, and psychology students

4

Published and mailed quarterly to leaders in the field of psychology in Texas

5+

Membership: private practice, academia, industrial, state, agencies, federal government

\$0.37

The cost per contact, on average, in the *Texas Psychologist*.

WINTER: Awards Issue  
 SPRING:  
 SUMMER:  
 WINTER:

# COMPANY INFORMATION

Name of Advertiser			
Address		City	State
			Zip
Contact Name	Phone	Fax	Email

# ADVERTISING REQUIREMENTS

AD	PRICE	# OF INSERTIONS	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
INSIDE FRONT/INSIDE BACK COVER			
OUTSIDE BACK COVER			
HOMEPAGE BANNER			
ECLIPS			
EMAIL BLAST - PD			
CALENDAR EVENT POSTING			

Payment is enclosed. (Checks payable to Texas Psychological Association)

Please Invoice Me. I will authorize payment in full prior to publication.

Please bill my credit card.

I would like you to contact me with more information.

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

CVC Code: \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Cardholder's Name (Print) \_\_\_\_\_

Billing Address: \_\_\_\_\_

# TERMS & CONDITIONS

- Account balance is due in full prior to publication unless other arrangements are made. A monthly finance charge of 1-1/2%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Advertiser agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and TPA reserves the right to refuse any advertisement.
- Position on advertisement is at the discretion of TPA, unless the advertiser has specifically contracted for a premium position.
- Advertisers assume liability for all content of the advertisement printed and agree to defend, hold harmless and indemnify TPA, its officers, and employees from any losses and damages which any of them may incur as a result of Advertiser's advertisement.
- Order is non-cancelable. In the event that an advertisement is not printed for any reason, a refund will be given. If there is a problem with an ad, such as late distribution, or quality that is TPA's fault, a make-good will be given.
- TPA reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.
- Ads that are not paid for prior to publishing are not guaranteed to run.
- Advertiser also agrees that TPA, in its sole discretion, may, at any time, pull any advertisement which TPA believes not to be in the best interest of TPA or its members or which does not comply with any advertising guidelines which TPA may adopt from time to time. If TPA pulls such an advertisement, then Advertiser shall receive a pro rata refund from TPA.
- TPA reserves the right to place the word "advertisement" with copy that is deemed not to be editorial.

# SIGNATURE

Signature	Date