**TPA**

**Texas Psychological Association**

**DIGITAL ADVERTISING OPPORTUNITIES**

**Grow Your Online Presence and Connect with the Texas Psychology Community**

TPA’s digital advertising opportunities offer companies a cost-effective way to reach thousands of Texas psychologists and graduate students in psychology. By taking our multi-platform approach, your organization can gain name recognition, boost brand visibility, and earn trust with current and potential customers.

**Demographics**

TPA members work in all areas of psychology: private practice, hospitals, schools, community mental health centers, academia, state and federal agencies, and large business organizations throughout the state. Our members come to our website in search of news, member services, professional development, legislative updates, career postings, and more.

**E-BLAST ADVERTISING**

**Professional Development Email**

**COST:** $250

Psychologists are required to complete 40 hours of professional development (PD) every two years. Put your PD front and center by using our platform to email more than 4,000 psychologists, mental health professionals, and psychology students. Add a calendar event posting for only $50 (value of $100). Or host your PD with us and all advertising costs are waived!

All e-blasts must be submitted in image format (JPG or PNG). E-blasts must be approved by TPA staff. E-blasts are not sent on Fridays.

**WEBSITE ADVERTISING**

**Homepage Banner Ad**

**COST:** $300 per month

Catch website visitors’ attention with one of our homepage rotating banner ads.

Ad must be 1,000 x 320 px and submitted in image format (JPG or PNG).

**Calendar Event Posting**

**COST:** $100 per event

Post a PD or other event to the TPA Calendar, viewable by members and non-members.

Receive a $50 discount when purchased with an e-blast.

**Classifieds Page Banner Ad**

**COST:** $75 per month

Run a banner ad on our classifieds page, which features posts for office space, equipment, products, services, internships, surveys, and more. Ads are available for purchase to members-only, but banner space is available!

Ad must be 600 x 150 px and submitted in image format (JPG or PNG).

On average, TPA’s website receives:
- 25,000 page views per month
- 3,000 users per month

Half of our users live in major Texas cities.
**Texas Psychologist**

**Ad in Digital Publication**

- Full-Page Ad: $600
- Half-Page Ad: $300

The Texas Psychologist—our digital, quarterly publication that features relevant information on psychological strategies, issues, laws, and regulations—boasts a circulation of more than 5,000 per issue. Its readership encompasses some of the most successful practicing psychologists in the state today, early career psychologists, as well as psychology graduate students.

Ad must be in PDF form. Magazine is published as 8.5” x 11.”

**Deadlines:**

- Spring 2022 Issue: February 15
- Summer 2022 Issue: May 16
- Fall 2022 Issue: August 15
- Winter 2022 Issue: November 15

**TPA Annual Convention**

**Sponsorship and Exhibitor Opportunities**

- **Exhibitor:** $850-1,000
- **Sponsor:** $500-$7,500

More than 500 psychologists, other licensed mental health professionals, and psychology students attend our Annual Convention. Get your name and brand out there at our biggest event of the year.

**Career Center**

**Job Post**

- **Rate for 60 days:** $350/members
  $450/non-members

When it comes to finding qualified psychologists, where better to look than the association that represents them! Post a job on the TPA Career Center.

Each job post averages 550 views.
1. The Publisher reserves the right to reject or cancel any advertisement(s) at its sole discretion.
2. All artwork submitted to the Publisher becomes the sole property of the Publisher and cannot be returned.
3. The Publisher may use the final advertisement as part of its future campaigns to promote advertising opportunities.
4. All advertisements are accepted and produced by the Publisher on the representation that the Advertiser is properly authorized to publish the entire contents and subject matter thereof. It is understood that the Advertiser will indemnify any loss, expense or any other liability arising out of publication of such advertisement.
5. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflict with the Publisher’s policies, will be binding on the Publisher, unless specifically agreed to in writing by the Publisher.
6. The Publisher reserves the right to hold the Advertiser jointly and severally liable for such monies as are due and payable to the Publisher.
7. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates.
8. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.
9. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser’s responsibility to turn in artwork to the Publisher during normal business hours on the required closing date. If no artwork is provided by the specified date, the Advertiser may lose all monies paid to the Publisher and forfeit any space reserved.
10. As evidenced by signature, it is understood by the Advertiser that the dollar amount contracted for each period is due regardless of Advertiser’s business closure, business location change, event cancellation, or any other adverse event that might otherwise prohibit the Advertiser from the intended benefits of advertising with TPA.
11. The Publisher reserves the right to alter and/or change any Advertiser’s layout, artwork and/or advertisement that does not conform to the Publisher’s specifications without notice to the Advertiser, unless the alter and/or change is substantially different.
12. Advertiser agrees that under no circumstance whatsoever, will TPA be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser’s PAID amount.
13. The Advertiser warrants that he is the duly authorized and appointed agent for, or representative of, the product or service or place of business or business to be advertised under this Agreement and agrees to hold the Publisher harmless from any and all claims in any manner resulting from said advertising.
14. The Advertiser warrants that the use, in or in connection with any item, person, or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trademark or trade name is duly authorized and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.
15. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.