



# ADVERTISING RATES & SPECS

## CLASSIFIED AD SPECIFICATIONS

SIZE	PRICE
Up to 100 words	\$100 - \$1 per additional word
Online Job Bank Posting 100 Word Ad	\$125 for 90 days plus \$1 for each additional word over 100 words

Pennsylvania Psychiatrist classified ads will be posted at the bottom of the body of the e-newsletter only.

Online Job Bank classified ads will be posted to the classifieds page of the PaPS website only.

All classified ads will be positioned according to the order in which PaPS received them.

## E-NEWS DISPLAY AD SPECIFICATIONS

1 ISSUE	2 ISSUES	2 ISSUES + 90 DAY WEB POST
\$600	\$1100	\$1500

E-news display ad dimensions: 160 pixels wide x 325 pixels tall.

Display advertisements will be positioned in the Pennsylvania Psychiatrist e-newsletter in the order in which PaPS receives them. We are not limited to the number of display ads we include in the e-newsletter.

## WEBSITE DISPLAY AD SPECIFICATIONS

1 QUARTER	2 QUARTERS	3 QUARTERS	4 QUARTERS
\$350	\$650	\$900	\$1100

Online display advertisements will be positioned in leaderboard dimensions (728 pixels wide x 90 pixels tall) at the bottom of the PaPS homepage only.

If you purchase an online display advertisement for individual fiscal quarters, PaPS will remove your advertisement on the last day of the last paid quarter.

## ADVERTISING POLICY

Advertising accepted in the Pennsylvania Psychiatrist will be subjected to the following guidelines:

- All advertisements submitted for publication in Pennsylvania Psychiatrist, the e-newsletter of the Pennsylvania Psychiatric Society, as well as website advertisements, must adhere to the American Psychiatric Association's guidelines on advertising.

- Advertising which simulates reading matter will be plainly marked "advertisement" in a type line above or below the insertion.

- Cancellations will not be accepted after the closing date. Pre-payment for display advertisements must be submitted with completed advertising contract. (Classified advertisements will be billed upon publication). Any outstanding payments must be brought up-to-date before any new advertising will be inserted.

- The Pennsylvania Psychiatric Society is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in Pennsylvania Psychiatrist.

- The Pennsylvania Psychiatric Society reserves the right to determine the placement of all advertisements.

- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue unless we have not received new copy by the issue deadline.

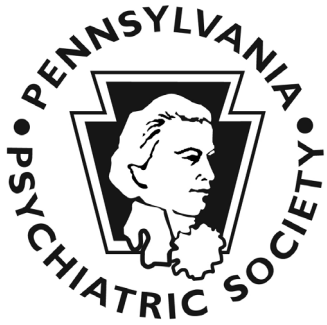
- The Pennsylvania Psychiatric Society reserves the right to refuse any material submitted for publication that the editor deems unsuitable or not in keeping with the tone of the publication.

- The Pennsylvania Psychiatric Society reserves the right to limit the number of advertisements included in an issue.

- Payment for ads rejected due to content or space limitations will be returned to the advertisers.

Proof of publication will be sent to the advertiser or agency.

Questions? Contact the PaPS administrative office at (800) 422-2900 or [papspsych@papspsych.org](mailto:papspsych@papspsych.org).



# 2020 Billing Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature of Person Authorizing Ad: \_\_\_\_\_

*\*Submission of copy constitutes acceptance of the advertising policies of the Pennsylvania Psychiatric Society. Proof of publication will be provided. When signed, this is a legally binding contract with cancellation at the discretion of the Pennsylvania Psychiatric Society.*

## Issue

## Deadline

April	March 16
October	September 14

## Classified Ads

100 words \$100/issue  
\$1 for each additional word

Online Job Posting \$125/90 day  
listing \$1 for each additional word

## e-News Display Ads

**1 Issue** - \$600  
**2 Issues** - \$1100  
**2 Issues + 90 Day Web Post** - \$1500

## Website Display Ads

**1 Quarter** - \$350  
**2 Quarters** - \$650  
**3 Quarters** - \$900  
**4 Quarters** - \$1100

## Payment Method

Check (payable to Pennsylvania Psychiatric Society)

Credit Card:            Visa            MasterCard            Discover            American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address of the Card: \_\_\_\_\_

Total Amount Enclosed: \$ \_\_\_\_\_ Date: \_\_\_\_\_

### **Mail to:**

Pennsylvania Psychiatric Society  
777 East Park Drive, PO Box 8820  
Harrisburg, PA 17105-8820  
(800) 422-2900 Fax: (717) 558-7841  
Email: [papsych@papsych.org](mailto:papsych@papsych.org)

- Payment should accompany all ads.
- Submit hard copy sample with contract. Email files to [papsych@papsych.org](mailto:papsych@papsych.org).
- Digital file requirements: PC, Adobe Indesign, Illustrator, or Photoshop.
- Acceptable file formats are .JPEG, .PNG, or .EPS only. Please be sure ads are set at the correct size and color and that any files submitted are high resolution (300 DPI or higher) and set at 100% size.
- Camera ready artwork can be submitted. Submit flat, not folded. Do not fax. Color ads are accepted.