Pennsylvania Psychiatric Society

Advocacy | Education | Community

Pennsylvania District Branch of the American Psychiatric Association

ADVERTISING RATES & SPECS

CLASSIFIED AD SPECIFICATIONS

SIZE	PRICE
Newsletter Classified Word Ad - Up to 100 words	$100/issue (monthly) $1 per additional word
Website Job Board Word Posting (100 Word Ad) Website Display Ad	$125 for 90 days +$1per additional word $200 for 90 days

Pennsylvania Psychiatrist newsletter is published monthly as an e-newsletter.

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

PaPS also offers Facebook Advertising

E-NEWS DISPLAY AD SPECIFICATIONS

E-News (Monthly) Ad

1 Month - $250
4 Months - $1,000 (consecutive)
6 Months - $1,500 (consecutive)
12 Months - $3,000 (consecutive)

E-News is published monthly. Deadline for content is the 10th of the month. Ad content can be updated from month-to-month for 6 month and 12 month packages

Facebook Group Page Weekly Ad

1 Weekly Posting - $50
1 Monthly Postings
(1/week – 4 postings) - $175
6 Monthly Postings
(1/week – 26 postings) - $1,050
Annual Postings
(1/week – 52 postings) - $2,000

WEBSITE BANNER DISPLAY AD SPECIFICATIONS

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

Online banner display advertisements will be positioned in leaderboard dimensions (7.5" wide x 1.5") at the bottom of the PaPS homepage only.

Online display advertisement will be removed on the last day of your contract date.

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. Advertisements only accepted when full payment has been made and must be submitted with completed advertising contract.(Classified advertisements will be billed upon publication).

• 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.

• Full payment required before publication.

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

Questions? Contact the PaPS administrative office at (800) 422-2900 or papsych@papsych.org

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2025 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.*

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Classified Ads

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

Website Job Board:
Word Posting
$125 (90-day listing)
$1 for each additional word
Display Ad
$200 (90-day listing)

Website Banner Display Ads

1 Quarter - $350
2 Quarters - $650
3 Quarters - $900
4 Quarters - $1,100

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
574E Ritchie Highway, #271
Severna Park, MD 21146
(800) 422-2900 Fax: 410-544-4640
Email: papsych@papsych.org

- Payment should accompany all ads.
- Submit hard copy sample with contract. Email files to 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.