



THE ADVOCATE

AMERICAN
MENTAL
HEALTH
COUNSELORS
ASSOCIATION

The monthly newsletter of AMHCA, the only organization working exclusively for mental health counselors

2010 MEDIA KIT AND ADVERTISING RATES for *The Advocate*, an online newsletter

FOCUS: Articles of interest to mental health counselors who work in private practice, government agency settings, educational institutions, and other public and private settings.

CIRCULATION: 6,000 subscribers; approximately 24, 8 1/2" x 11" pages; published online only at <amhca.org.>

NOW ONLINE!: *THE ADVOCATE* is posted online at <amhca.org> on the first of each month in the Members-Only portion of the website. Every month, AMHCA members receive an email highlighting each of the articles in the issue, with links to individual articles and the entire issue online. They can also download a PDF of the entire issue.

EDITORIAL: *THE ADVOCATE* provides news, legislative updates, counseling tips, and timely articles on counselor practice, the push for Medicare reimbursement, and licensure, as well as AMHCA state chapter news. Features include topical articles written by leading mental health counseling professionals as well as regular columns by AMHCA's president and executive director & CEO.

PUBLISHING SCHEDULE: *THE ADVOCATE* is published online ten times a year, with combined July/August and December/January issues.

The online issue extends your ad's visibility!

Your advertisement remains a permanent part of the PDF of each issue, which is posted online at <amhca.org>.

Readers will also see ads when they click on the individual article your ad runs with.

2010 DISPLAY AD RATES

Black & White or color!	1x	3x	6x	10x
Full Page	\$1,210	\$1,000	\$ 900	\$ 810
1/2 Page (Vertical)	\$ 815	\$ 735	\$ 660	\$ 595
1/2 Page (Horizontal)	\$ 695	\$ 625	\$ 565	\$ 510
1/3 Page (Horizontal)	\$ 490	\$ 440	\$ 400	\$ 360
1/4 Page	\$ 315	\$ 290	\$ 260	\$ 235

For \$499 per insertion, AMHCA will include your organization's logo in the emailed list of articles it sends to members and subscribers. Your logo will also be linked to your organization's website. Just provide your organization's URL on the insertion order.

Additional FREE 'extras' liven up your ad:

- Since **THE ADVOCATE** is published only online, there's no surcharge for color!
- To encourage new advertising, **AMHCA** is keeping ad rates at the 2009 level!
- Let **AMHCA** link your ad to your organization's website. Simply provide the URL you want **AMHCA** to link your ad to.
- Frequency discounts: Discounts apply when an ad appears in three or more issues in one calendar year.

For each ad, email:
JPG or PDF of ad,
URL ad will link to,
JPG or GIF of logo
(additional charge
for linked logo) to:

Kathleen McCarthy
Managing Editor,
The Advocate

mccarthy.kathleen@
gmail.com

Questions:
540/371-7193

CLOSING DATES, 2010 Issues

Issue Date	Insertion Order Due	Ad Materials Due
February	Jan. 5, 2010	Jan. 15, 2010
March	Feb. 5, 2010	Feb. 15, 2010
April	Mar. 5, 2010	Mar. 15, 2010
May	April 5, 2010	Apr. 15, 2010
June	May 5, 2010	May 14, 2010
July/August	June 4, 2010	June 15, 2010
September	Aug. 5, 2010	Aug. 16, 2009
October	Sept. 3, 2010	Sept. 15, 2010
November	Oct. 5, 2010	Oct. 15, 2010
Dec. 2010/Jan.2011	Nov. 5, 2010	Nov. 15, 2010

AD SIZES

for **THE ADVOCATE** — an online newsletter

Full page: 7.5" w x 10" h

1/2 Page: VERTICAL: 5" w x 7.5" h

1/2 Page: HORIZONTAL: 7.5" w x 5" h

1/3 Page: HORIZONTAL: 7.5" w x 3.25" h

1/4 Page: 3.75" w x 5" h

Ad format: JPG or PDF file preferred. **THE ADVOCATE** is an online publication, posted online at <amhca.org>. Ads are linked to individual articles, and placed in a PDF of a specific issue in which space is reserved.
Logo format (additional charge): JPG or GIF preferred.

Advertising rates: Rates are subject to change without notice unless a prior advertising commitment has been received. Total billing is due and payable within 30 days of the invoice date. All cancellations must be in writing and shall not be considered accepted until confirmed by **AMHCA**.

AMHCA ADVERTISING INSERTION ORDER

The Advocate—an online publication

COMPANY: _____
 ADDRESS: _____
 CONTACT: _____ PHONE: _____
 EMAIL: _____ FAX: _____

BILLING ADDRESS

(if different than above address):

COMPANY: _____
 ADDRESS: _____
 CONTACT: _____ PHONE: _____
 EMAIL: _____ FAX: _____

ISSUE MONTH	Ad Size	V—vert, or H—horiz	Write the URL here that you want your ad to link to — no cost —	+ \$499 for your linked logo	Amount to be billed per insertion (per rate card)
February					
March					
April					
May					
June					
July/Aug					
September					
October					
November					
Dec./Jan					

SIGNATURE *: _____

* Your signature states that your company agrees to pay the invoice within 30 days of receipt. Please fax this signed insertion order to AMHCA, attention Melissa Hobson, at 703/548-4775.

GENERAL CONDITIONS FOR ADVERTISING IN *THE ADVOCATE*

— an online publication —

**FOR MORE
INFORMATION:**

AMHCA

801 N. Fairfax St.
Suite 304
Alexandria, VA
22314

Phone:
1-800/326-2642
703/548-6002

Fax:
703/548-4775

www.amhca.org



UPDATED
10/21/09

- No advertisement shall be published unless it's received by email or CD in camera-ready form by the closing deadline specified by the Publisher for the issue(s) desired.
- Changes in advertising copy shall not be considered authorized by the Advertiser unless, by the closing date for the issue(s) desired, Advertiser emails change in writing to Kathleen McCarthy at mccarthy.kathleen@gmail.com or sends it to Kathleen McCarthy, The Advocate, 104 Cleremont Drive, Fredericksburg, VA 22405; 540/371-7193. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.
- If all necessary advertising materials are not received at Kathleen McCarthy's office in Fredericksburg, VA, or at the offices of AMHCA (801 North Fairfax St., Suite 304, Alexandria, VA 22314; 800/326-2642) by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.
- No advertisement may be canceled after the specified closing deadline for the issue in which it is scheduled to appear.
- Ad design and creation costs are not included in the advertising rate and shall be billed to the Advertiser at prevailing rates.
- The Advertiser must pay the Publisher's invoices promptly. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past-due account.
- The Publisher shall not be responsible for typographical errors.
- The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
- Position of advertisements shall be under the exclusive discretion and control of the Publisher, unless a position guarantee fee is paid by the Advertiser.
- All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.
- The Advertiser and any agency utilized by it are subject to satisfactory credit reports.
- The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.
- In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.