



THE ADVOCATE

AMERICAN
MENTAL
HEALTH
COUNSELORS
ASSOCIATION

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

2012 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, for members and subscribers at <amhca.org.>

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

EDITORIAL: THE ADVOCATE provides news, legislative updates, counseling tips, and timely articles on counselor practice, the push for Medicare reimbursement, as well as film reviews and 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 its executive director & CEO.

PUBLISHING SCHEDULE: THE ADVOCATE is published online 10 times a year, with combined July/August and December/January issues.

The online issues extend your ad's visibility!

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

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

Send us a banner ad (3" w x 1.5" h max) and we'll post it—free—on the *Advocate* homepage, and link it to your URL.

2012 DISPLAY AD RATES

Black & White or color!	1x	3x	6x	10x
Full Page	\$1,300	\$1,070	\$ 970	\$ 870
1/2 Page (Vertical)	\$ 870	\$ 790	\$ 710	\$ 650
1/2 Page (Horizontal)	\$ 750	\$ 680	\$ 620	\$ 550
1/3 Page (Horizontal)	\$ 530	\$ 480	\$ 440	\$ 390
1/4 Page	\$ 350	\$ 310	\$ 280	\$ 250

As AMHCA did last year, during 2012, AMHCA will include your organization's logo—at no additional charge—in the emailed list of articles that goes 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!
- Send us your logo and we'll add it to THE ADVOCATE email.
- Send us your banner and we'll post it at <amhca.org>.
- Let AMHCA link your ad, your logo, and your banner to your organization's website. Simply provide the URL to which you want to link your ad, logo, and banner.
- 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 (no additional charge for linked logo), and minibanner ad to:

Kathleen McCarthy
Managing Editor,
The Advocate

mccarthy.kathleen@
gmail.com

Questions:
540/371-7193

CLOSING DATES, 2012 Issues

Issue Date	Insertion Order Due	Ad Materials Due
February	Jan. 5, 2012	Jan. 16, 2012
March	Feb. 6, 2012	Feb. 15, 2012
April	Mar. 5, 2012	Mar. 15, 2012
May	April 5, 2012	Apr. 16, 2012
June	May 7, 2012	May 15, 2012
July/August	June 5, 2012	June 15, 2012
September	Aug. 6, 2012	Aug. 15, 2012
October	Sept. 5, 2012	Sept. 17, 2012
November	Oct. 5, 2012	Oct. 15, 2012
Dec 2012/Jan 2013	Dec. 5, 2012	Dec. 14, 2012

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

Banner ad: 3" w x 1.5" h max. (no charge)

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 and banner format: JPG or GIF preferred.

Advertising rates: Rates are subject to change without notice unless a prior advertising commitment has been received. Payment is due 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 2012	Ad Size (see page 2)	V—vert, or H—horiz (see page 2)	Write the URL here that you want your ad, logo, and banner to link to — no cost —	+ \$200 for your linked logo [free, 2012]	Amount to be billed per insertion (per page 1)
February				Just send us your logo and banner when you send us your ad, and we'll run the logo and banner for no additional charge!	
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
12/2/11

- 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.