



OHIO
PSYCHIATRIC
PHYSICIANS
ASSOCIATION

A District Branch of the American Psychiatric Association

Dedicated to promoting the highest quality care for people with mental disorders and to serving the professional needs of Ohio's psychiatric physicians.

ADVERTISING OPPORTUNITIES

The Ohio Psychiatric Physicians Association offers opportunities for display and classified advertisements in both its quarterly electronic newsletter, *Insight Matters*, and on its website. In addition, **NEW in 2012, the OPPA now offers banner ads on its website.** Rates and ad sizes are found on page 2.

Insight Matters

- Publication** Emailed to members quarterly, near the end of February, May, August, and November. OPPA reserves the right to re-schedule any quarterly issue as necessary to accommodate association business.
- Circulation** Over 1,000
- Content** Articles on socioeconomic issues facing psychiatry (with emphasis on how they affect psychiatry and the treatment of the emotionally and mentally ill) and organization news.
- Features** Legislative updates, letters to the editor, continuing medical education programs, colleague news, news on new members, news from the APA and other mental health groups, and other information of interest to the practicing psychiatrist.
- Advertising** Institutional or corporate advertisements (i.e. advertising that features the company but not individual products or produce-specific information) may be considered and are subject to review and approval by the Ohio Psychiatric Physicians Association.
- Advertising Requirements** All advertising is subject to approval by the OPPA. Display advertisements must be provided in a pdf in the dimensions of the space being purchased, and may be in color. Classified advertisements must be sent in a Word document and will be formatted by the OPPA. Both display and classified advertisements must be accompanied by complete contact and billing information of the person or company placing the ad and are to be emailed to oppa@ohiopsychiatry.org
- Deadline** Due in the OPPA office on or before the first day of the month of publication. Client will be invoiced when the issue is published and a copy of the issue will be emailed with the invoice.

Website

Website advertising runs concurrently with the current quarter's issue of *Insight Matters*. Space may be purchased independently from space in *Insight Matters* at the same rates as *Insight Matters*. **If duplicate ads are run both in *Insight Matters* and on the website, the cost will be as purchased for one + 25%.**

(Over for dimensions and rates)

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Executive Director
Janet Shaw, MBA

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Display Advertisements

Size	1 x Rate (Ad to run in one issue only)	2 x Rate (Exact same ad to run in two issues)	3 x Rate (Exact same ad to run in three issues)	4 x Rate (Exact same ad to run in four issues)	Height	Width
Full Page	\$ 595	\$ 540	\$ 475	\$ 430	9 ¾"	7"
2/3 Page Vertical	\$ 400	\$ 360	\$ 310	\$ 280	9 ¾"	4 ½"
1/2 Page Vertical	\$ 300	\$ 260	\$ 240	\$ 210	9 ¾"	3 ½"
1/2 Page Horizontal	\$ 300	\$ 260	\$ 240	\$ 210	4 ¾"	7"
1/3 Page Vertical	\$ 200	\$ 180	\$ 160	\$ 140	9 ¾"	2 ¼"
1/3 Page Horizontal	\$ 200	\$ 180	\$ 160	\$ 140	4 ½"	4 ½"
1/6 Page Vertical	\$ 105	\$ 95	\$ 85	\$ 80	4 ¾"	2 ¼"
1/6 Page Horizontal	\$105	\$ 95	\$ 85	\$ 80	2 ¼"	4 ½"
Business Card	\$ 75	\$ 65	\$ 60	\$55	2"	3 ½"

Classified Advertisements

First 35 words	\$ 45
For each word thereafter	\$ 0.25

OPPA members will receive a 10% discount on any advertising for a private practice or of a personal nature. The discount is not granted for institutions or facilities that employ an OPPA member.

New
Sponsorship Opportunity!

Website – Banner Sponsor Rates

Website banner sponsorships are offered on a first-come, first-served basis, with a maximum of eight advertisers at any one time. Banner sponsorships are priced on a 12-month basis (Jan. – Dec.) and will be pro-rated at \$100 per month, depending upon the start date. In addition to company logo/name with a link to your website, there will be a sponsor section of the website, where you can provide a description of your company (up to 100 words).

Rate: \$1,000 / annually