



ADVERTISING OPPORTUNITIES

The Ohio Psychiatric Physicians Association (OPPA) offers a wide range of display, classified and website banner advertising opportunities through its quarterly electronic newsletter, *Insight Matters*, and website, www.oppa.org. These platforms offer valuable exposure to a specialized audience interested in psychiatric and mental health topics.

ADVERTISING GUIDELINES

- **Types of Ads:** Classified, display and website banner ads. Non-evidence-based products, products not approved by the FDA and/or products that may be controversial may be rejected. Display ads will be accepted upon review and approval by OPPA. Ads accepted for publication will include the following: **DISCLAIMER:** Display ads are paid advertisements. All products, services, education, etc., are not necessarily endorsed by OPPA.
- **Requirements:**
 - Display Ads: Must be submitted as print-ready PDFs in the purchased dimensions, in color if desired.
 - Classified Ads: Should be provided in a Word document for OPPA formatting.
 - Contact Information: Ads must include complete contact and billing details and be emailed to oppa@oppa.org.
- **Deadline:** Submissions are due no later than the first day of the publication month. Advertisers are invoiced upon issue publication, with a copy of the issue emailed along with the invoice.

Insight Matters Newsletter

Publication Details

Insight Matters is distributed quarterly, near the end of January, April, July, and October. The OPPA may adjust publication schedules to address association business needs.

- Circulation: 1,200
- Content: The newsletter focuses on socioeconomic issues impacting psychiatry, treatment of mental health illness conditions, including substance user disorders, and organizational news.
- Features: Includes legislative updates, letters to the editor, continuing medical education programs, news about colleagues and new members, as well as updates from the APA and other mental health organizations.

Website Classified and Display Advertising

Website ads run concurrently with the current quarter's issue of *Insight Matters*. Advertising space can be purchased separately from the newsletter at equivalent rates. If a display and/or classified ad is placed both in the newsletter and on the website, the cost is the purchase price for one plus 25%.

Website Banner Sponsorship

Banner sponsorships on the OPPA website are limited to eight advertisers at any given time, offered on a first-come, first-served basis. Sponsorships are priced on a 12-month basis, from January to December.

Rate: \$1,000 annually

- Inclusions: Company logo/name with a link to your website, plus up to 100-word description of the advertiser.

Corporate Sponsorship Opportunities

In addition to the above options for advertising, OPPA also offers the opportunity for Corporate Sponsorships which includes customized package multi-level marketing levels between \$3,000 and \$10,000. Please contact OPPA directly at oppa@oppa.org to discuss in more detail how we can best partner to address your specific needs.

RATES AND DIMENSIONS

Display Advertisements

Size	1 x Rate (Ad to run in one issue only)	2 x Rate (Exact same ad in two issues)	3 x Rate (Exact same ad in three issues)	4 x Rate (Exact same ad to 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"

Classified Advertisements

First 35 words	\$ 45
For each word thereafter	\$ 0.25
Add logo & minimal formatting	\$10