Changing Times Demand a Changing Format

For over twenty years, Behavioral Health News has been the community’s trusted source of news, education and resources from the world of mental health. However, times are changing. Healthcare reform and service integration are pointing us in a new direction, and Behavioral Health News has responded to this by including mental illness and substance use disorder coverage. We are now working with leaders from the mental health and substance use communities to bring you the very latest news, clinical best practices, advocacy, and resources in the tradition of our award-winning format. In addition to behavioral health, we will cover key issues in the integration of primary care and behavioral health services.

The Need for Behavioral Health News

- Over 93% of the heaviest Medicaid users in New York City have either a mental health or substance use diagnosis
- Of these, 65% have a co-occurring mental health and substance use diagnosis
- For mental health consumers, the hospital re-admission rate is higher for medical rather than psychiatric reasons

The creation of Health Homes highlights the challenge and promise of integrated mental health, substance use, and primary healthcare. As the healthcare system moves toward integrated managed care, these issues will need to be addressed on a regular basis. In each issue of Behavioral Health News these, and other practice and policy issues will be addressed by leaders from the field. Behavioral Health News will keep all stakeholders informed and prepared for the ever changing landscape of integrated managed care in New York State and beyond.

Join With Us in Providing Vital Behavioral Health Education to The Community

- Become an Honored Sponsor of Behavioral Health News (see page 4)
- Submit an Educational Article Relating to Our Calendar of Themes (see below)
- Advertise Your Vital Mental Health and Substance Use Programs and Services. (see page 4)

Upcoming Behavioral Health News Themes

- “The Suicide Crisis in America” (Fall 2020 Issue - Deadline: September 16, 2020)
- “Social Determinants of Behavioral Health” (Winter 2021 Issue - Deadline December 23, 2020)
- “Trauma Informed Care and Policy” (Spring 2021 Issue - Deadline March 18, 2021)
- “The Behavioral Health Technology Field” (Summer 2021 Issue - Deadline June 17, 2021)

Our Mission is to “Provide Vital Behavioral Health Education to the Community”

Visit our New Website: BehavioralHealthNews.org
Our Readers Are:
- Masters: 44%
- Doctorate: 14%
- Medical: 5%
- Bachelors: 63%
- All others: 6%

Highly Educated

Very Accomplished
- Psychiatrist, Psychologist: 13%
- Executive Director: 21%
- Social Worker: 10%
- Educator, Professor: 16%
- All others: 14%
- Legal, Financial Services: 6%

Youthful
- Under 30 yrs: 6%
- 30-49 yrs: 44%
- 50-64 yrs: 40%
- 65+: 10%

Predominately Female
- Males: 37%
- Females: 63%

Where Our Readers Live and Work
- 160,000 Print and Online Readers
- Throughout the USA
- 85% Scientific & Evidence-Based Practices
- 82% Government Policies & Regulations
- 81% Consumer Issues
- 83% Interviews with Leaders
- 80% Model Programs

Almost 3 out of 4 Readers are “Very Satisfied”

Passed along the Publications to Others: 69%
Marked or clipped Articles for Peers to Read: 89%
Clipped an Article for Your Own Files: 49%
Discussed an Article with Staff or Students: 48%
Quoted an Article in a Speech or Memo: 15%
Usually Read Each Issue Cover-To-Cover: 61%
Read Three or Four of the Last Four Issues: 33%
How many people read us at Your Agency?

All of our Topics were Rated “Excellent” or “Very Good” by 4 out of 5 of Our Readers

85% Scientific & Evidence-Based Practices
82% Government Policies & Regulations
81% Consumer Issues
83% Interviews with Leaders
80% Model Programs
Surviving an extreme hardship in a person’s life can often provide them with a unique perspective on the difficulties they have had to endure. It can also ultimately make them stronger and lead them down a path to helping others.

That is the story behind Ira and David Minot, the father and son team who publish Behavioral Health News and Autism Spectrum News.

Ira Minot, who founded Mental Health News in 1999 (now Behavioral Health News), is a survivor of mental illness that began in his mid-30s. His 10-year life and death battle with depression left him homeless, destitute and having to begin his life all over again. His son David grew up in the shadow of his father’s illness and witnessed firsthand how an illness and the stigma attached to it can bring even the strongest person to his knees.

Following his ten-year ordeal, Ira finally received the treatment that broke the chains of his depression. Out of the ashes of his illness, and with the support of many dedicated leaders of the mental health community, he created a small local newsletter dedicated to providing hope through education for people with mental illness and their families. Today, Behavioral Health News is the nation’s leading provider of evidence-based community mental health education.

Inspired by his father’s vision and with his own understanding of the importance of providing community education, David joined his father in 2007 to help launch and is now the publisher of Autism Spectrum News.

With help from some of the nation’s leading minds in the field of autism and leaders of many of the northeast’s leading autism organizations, Autism Spectrum News premiered in the fall of 2008 and quickly set a new standard for science and evidence-based community education. Autism Spectrum News provides readers with a trusted source of strictly science and evidence-based educational articles and has a firm policy of only accepting advertising from organizations that meet the publication’s strict science based criteria. Autism Spectrum News has become a “must read” and a vital resource for families with children on the spectrum as well as for the treatment professionals and service providers that care for them.

Both Behavioral Health News and Autism Spectrum News are hardcopy quarterly newspapers that reach over 160,000 consumers, families, treatment professionals, service providers, educators, and decision makers across the country. The nonprofit organization, Mental Health News Education, Inc., which is behind the award-winning publications, provides thousands of free copies of each issue to the community. In addition, the publications each have websites where current and back issues are posted for free reading: Behavioral Health News (BehavioralHealthNews.org) and Autism Spectrum News (AutismSpectrumNews.org).
Advertise in Behavioral Health News

- Business Card - 4 issues ($600)
- Eighth Page (1 issue $350 - 4 issues* $1,050)
- Quarter Page (1 issue $575 - 4 issues* $1,725)
- Half Page (1 issue $875 - 4 issues* $2,625)
- Full Page (1 issue $1,150 - 4 issues* $3,450)
- Inside Covers & Back Page (please call)
- Special Multi-page Supplements (please call)
- Honorary Sponsorship (please call)

* 25% Savings - Book 3 Get 1 Free!

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Mail this form with a check made out to:

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Effort, PA 18330

To pay by credit card visit:

BehavioralHealthNews.org/advertise/
Phone: (570) 629-5960 E-mail: iraminot@mhnews.org

Ad Size Specifications

Ad Sizes - In Inches

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Yes! I Want to Receive Each Quarterly Issue by Mail

- Individual/Family ($60 per year)
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- Large Group - 50 Copies Each Issue ($450 per year)

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Become an Honored Sponsor of
Behavioral Health News or Autism Spectrum News

Platinum Sponsor: $6,000
- One Full Page advertisement and article space in four quarterly issues
- Logo with link on Sponsors Page and free website postings of special events
- 100 copies of each issue for distribution to clients, staff, board members, and satellite programs

Gold Sponsor: $4,000
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Silver Sponsor: $2,500
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- 50 copies of each issue for distribution to clients, staff, board members, and satellite programs

Bronze Sponsor: $1,500
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- Website Text Link on Sponsors Page & free website postings of special events
- 25 copies of each issue for distribution to clients, staff, board members, and satellite programs

Advisor Sponsor: $500
Friend Sponsor: $250

All Sponsors will receive recognition listing in print on the honor roll page in either Behavioral Health News or Autism Spectrum News as well as on the publication’s website

To Discuss our Sponsorship Opportunities Please Contact

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