

# 2021 Behavioral Health News Advertising Packages

AD PACKAGE DETAILS	FULL PAGE <i>Inside Front Cover</i>	FULL PAGE <i>Outside Back Cover</i>	FULL PAGE <i>Inside Back Cover</i>	FULL PAGE	HALF PAGE	QUARTER PAGE
Single 1-Issue Insertion Rate	\$5,500	\$4,500	\$3,500	\$2,500	\$1,500	\$1,000
Annual 4-Issue Insertion Rate <i>(25% Discount)</i>	\$16,500	\$13,500	\$10,500	\$7,500	\$4,500	\$3,000
Ad Run in Print Publication	✓	✓	✓	✓	✓	✓
Ad Run in Digital Edition	✓	✓	✓	✓	✓	✓
If Accompanied By an Article: Run in separate website article post, which is shared on social media	✓	✓	✓	✓	✓	✓
Events Will Be Posted to the Online <a href="#">BHN Events Calendar</a>	✓	✓	✓	✓	✓	✓
Social Media Impression with Logo and Link to Company Website	✓	✓	✓	✓	✓	✓
Site-Wide Leaderboard Ad for 3 Months on BHN Website	✓	✓	✓	✓		
Banner Ad in Email Newsletter With Link to Company Website	✓	✓	✓			
60-Minute Sponsored Webinar <ul style="list-style-type: none"> <li>• Expand your reach with an educational presentation to BHN's targeted readership</li> <li>• Webinar recording will be posted to BHN YouTube and website with links to company website</li> </ul>	✓	✓	✓			

## BHN By the Numbers

- A targeted readership of over **160,000** annually in print and online
- An email database of over **6,000** in the behavioral health community
- A searchable online database of over **1,000** articles available for free
- An online archive of over **75** quarterly issues going back to 2001
- The print edition of BHN is delivered to all **50** states in the country

For more information contact Ira Minot, Publisher, at (570) 629-5960 or [iramintot@mhnews.org](mailto:iramintot@mhnews.org)  
[www.BehavioralHealthNews.org](http://www.BehavioralHealthNews.org)

# 2021 Behavioral Health News

## Basic Advertising Rates

BASIC AD RATES	FULL PAGE <i>Inside Front Cover</i>	FULL PAGE <i>Outside Back Cover</i>	FULL PAGE <i>Inside Back Cover</i>	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE	BUSINESS CARD
Single Insertion Rate	\$3,250	\$2,500	\$2,000	\$1,150	\$875	\$575	\$350	N/A
Annual 4-Issue Insertion Rate <i>(25% Discount)</i>	\$9,750	\$7,500	\$6,000	\$3,450	\$2,625	\$1,725	\$1,050	\$600
Ad Run in Print Publication	✓	✓	✓	✓	✓	✓	✓	✓
Ad Run in Digital Edition	✓	✓	✓	✓	✓	✓	✓	✓
If Accompanied By an Article: Run in separate website article post, which is shared on social media	✓	✓	✓	✓	✓	✓	✓	✓
Events Will Be Posted to the Online <a href="#">BHN Events Calendar</a>	✓	✓	✓	✓	✓	✓	✓	✓

### Website, Events Calendar, and Email Newsletter Advertising

For details, visit [BehavioralHealthNews.org/advertise](https://BehavioralHealthNews.org/advertise)

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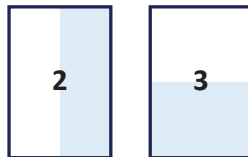
## Advertisement Size Specifications

ADVERTISEMENT SIZE	WIDTH	HEIGHT
1) Full Page	10.4"	12.8"
2) Half Page Vertical	5.1"	12.8"
3) Half Page Horizontal	10.4"	6.4"
4) Quarter Page Vertical	5.1"	6.4"
5) Quarter Page Horizontal	10.4"	3.1"
6) Eighth Page Vertical	5.1"	3.1"
7) Eighth Page Horizontal	10.4"	1.5"
8) Business Card (1/16 page)	5.1"	1.5"

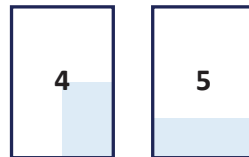
Full Page



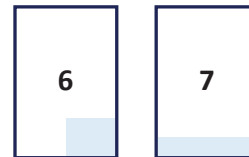
Half Page



Quarter Page



Eighth Page



Business Card



## Advertisement Conditions

- Payment is expected in full at the beginning of the contract. Credit card payments can be [made here](#). Make checks out to **Mental Health News Education, Inc.** and mail to: 460 Cascade Drive, Effort, PA 18330
- Artwork should be submitted as a PDF in RGB color at 300 ppi.
- Please provide a URL for the clickable digital ad.
- The 25% discounted Annual Rate runs for 4 consecutive issues. Changes may be made prior to the deadline of each consecutive issue. Please notify the Publisher ahead of time that changes will be made.

Any questions or concerns regarding the production or transmission of advertisements or regarding billing contracts and pricing should be directed to Ira Minot, Publisher, at (570) 629-5960 or [iramintot@mhnews.org](mailto:iramintot@mhnews.org).