

25 YEARS
IN PUBLICATION!

2024 Media Kit

BEHAVIORAL HEALTH NEWS

*Your Trusted Source of Mental Health and Substance Use Disorder
Education, Information, Advocacy, and Quality Resources*

BehavioralHealthNews.org

[View the Current Issue](#) • [Editorial Calendar](#) • [Browse Articles by Topic](#) • [Quarterly Issue Archives](#)

Behavioral Health News By The Numbers

| | | | | |
|-------------------|------------------|----------------------|------------------|-------------------|
| 160,000 | 13,500 | 1,500 | 95 | 100% |
| Annual Page Views | Page Views/Month | Educational Articles | Quarterly Issues | Free - No Paywall |

About Behavioral Health News

Behavioral Health News (BHN) (formerly Mental Health News), published by the 501(c)(3) nonprofit organization Mental Health News Education, began as a quarterly print publication in 1999. In response to readership feedback, BHN became an online-only publication in 2021. BHN is committed to improving the lives of individuals living with mental illness and substance use disorder as well as their families and the professional communities that serve them by providing a trusted source of science-based, education, information, advocacy, and quality resources in the community.

BHN provides hope through education by collaborating with leading provider agencies and educational institutions across the US that are improving lives every day. The publication serves to unite and improve our evolving systems of care, build bridges, and increase visibility to connect consumers to quality community programs and evidence-based services, bring awareness to important policy issues, and advocate to address the harmful effects of the stigma which surrounds mental illness and substance use disorders in the community.

Our Founder's Story: "From the Depths of Despair to a Mission of Advocacy"

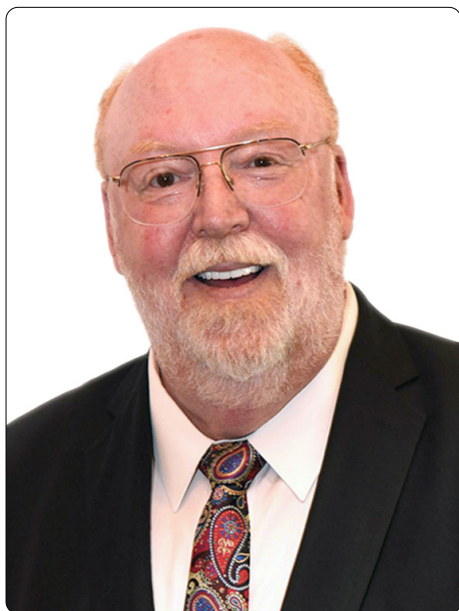
Ira Minot, Founder of Mental Health News Education, share's his personal journey through a ten-year battle with severe mental illness. The lack of mental health education and resources available during his struggle motivated Ira to create Behavioral Health News, committed to improving lives through education and advocacy on behalf of others facing similar challenges.

[Read About Ira's Journey](#)



Ira H. Minot, LMSW

A Note From the Publisher



Ira H. Minot, LMSW

MHNE Core Values

Evidence-Based: We promise to provide science-based content and clinical treatment best-practices in our effort to be your trusted source.

Collaboration: MHNE provides hope through education by collaborating with leading provider agencies and educational institutions across the US that are improving lives every day.

Advocacy: We provide a platform for self-advocates, families and professionals to communicate and discuss important social issues in an effort to reduce the harmful effects of stigma in the community.

Integrity: The trust of our readers is essential. We maintain the highest level of standards for the content we provide to ensure the information we publish is accurate and of excellent quality.

Welcome to Behavioral Health News!

Thank you for your interest in Behavioral Health News, the premier behavioral health resource for families and professionals. Behavioral Health News is committed to improving the lives of individuals living with mental illness and substance use disorders as well as their families and the professional communities that serve them by providing a trusted source of science-based education, information, advocacy, and a roadmap to quality resources in the community.

Our valued advertising partners trust BHN for their marketing efforts because of our commitment to ensuring that all articles and promoted resources are promoting information that has been backed by science to be proven safe and effective. BHN offers a unique opportunity to reach healthcare executives, administration, and program directors as well as treatment professionals, families and caregivers.

In 2020, we launched a brand new website with an ever-growing library of over 1,500 educational articles made accessible for free. Then in the summer of 2021, we went completely digital, allowing for even more growth and opportunities to connect with the behavioral health community with the addition of our bi-weekly "Update" newsletters and our new series of webinars and interviews in addition to our regular quarterly publication.

The [Behavioral Health News website](#) is now receiving an average of over 13,500 page views per month, and our social media channels have grown 50% in the last year!

As you look through the following pages, you will learn why Behavioral Health News is an effective marketing tool to promote your treatment programs, support services, educational opportunities, events, job openings, and more.

We look forward to working with you!

Ira H. Minot, LMSW

Founder, [Mental Health News Education](#)

Publisher, [Behavioral Health News](#)

The Father and Son Team Behind Behavioral Health News and Autism Spectrum News

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 [Autism Spectrum News](#) and [Behavioral Health News](#).

Ira is a survivor of mental illness that began in his mid-30s. His 10-year life and death battle with treatment-resistant depression left him homeless, destitute, and forced him to begin his life all over again. His son David grew up in the shadow of his father's illness and witnessed firsthand how a mental illness and the stigma attached to it can bring even the strongest person to their knees.

In his recovery, Ira realized that there was a gap in the recovery model of our mental health system as, at that time, there were no educational publications that reached consumers and their distressed families to provide information on treatment options, coping strategies, and community resources available to them in their community.

Motivated by his personal experience and a desire for something better, Ira set out to address this unmet need to improve the lives of consumers living with mental illness and their families. With the help of many dedicated and supportive leaders in the mental health community, he created a quarterly newspaper in 1999 called Mental Health News, which in 2013 became Behavioral Health News to also address the needs of the substance use disorder community.

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 launch Autism Spectrum News with a mission improving lives by providing a trusted resource of safe and proven-effective education and information for the autism community.



Ira and David Minot

In keeping with the publication's evidence-based mission, Autism Spectrum News has an esteemed [Editorial Board](#) that will only accept articles and advertising offering science-based information and/or promoting treatments that have been proven safe and effective for autistic individuals.

Mental Health News Education (MHNE), publisher of Autism Spectrum News and Behavioral Health News, is a 501(c)(3) non-profit organization that is committed to improving the lives of individuals living with autism, mental illness, and substance use disorders as well as their families and the professional communities that serve them by providing a trusted source of science-based information, education, advocacy, and quality resources in the community.

Today, Autism Spectrum News and Behavioral Health News are online publications with a combined annual readership of over 500,000 providing free access to over 3,000 educational articles. While the publications have evolved over the years, Ira and David continue their unwavering commitment to their mission of providing hope and improving lives through education.

Mental Health News Education Board of Directors

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Rachel A. Fernbach, Esq., Executive Director and General Counsel
New York State Psychiatric Association

Vice-Chair

Yvette Brissett-André, MPA, Executive Director and CEO
Unique People Services

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Behavioral Health Consultation

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Founding Chairman

Alan B. Siskind, PhD, LCSW

Executive Staff

Ira H. Minot, LMSW, Founder and Publisher

David Minot, Executive Director

Behavioral Health News Website Statistics

160,000

Annual Page Views

13,500

Page Views/Month

Google Analytics statistics as of November 1, 2023

The BHN Social Media Community



Partnering with Leading Organizations

Providing Essential Education Directly to Individuals, Families, and Professionals

Acacia Network • ACMH Care Management and Housing • Advantage Mosaic Group • AHRC New York City • Albert Einstein College of Medicine • Allure Specialty Pharmacy • Association for Community Living • AtlantiCare • Beacon Health Options • Behavior Therapy Associates • Birch Family Services • Blythedale Children's Hospital • Bridging Access to Care • BronxWorks • Center for Career Freedom • Center for Urban Community Services • Central Nassau Guidance & Counseling • Cityblock • Columbia University School of Social Work • Community Access • Comunilife • Concern for Independent Living • Concert Health • Coordinated Behavioral Care • CoveCare Center • Crystal Run Village, Inc. (CRVI) • Devereux Advanced Behavioral Health • Didi Hirsch Mental Health Services • DynamiCare Health • Federation of Organizations • Fountain House • Four Winds Hospital • Franklin County Community Services • Genoa Healthcare • Gerstein Fisher • Health Management Associates • Healthfirst • HeartShare Human Services of New York • Hispanic Counseling Center • Hope House • Human Development Services of Westchester • Inperium • Institute for Community Living • Irwin Siegel Agency, Inc. • Janssen • Jefferson County Community Services • Johns Hopkins School of Medicine • LAMB Insurance Services • Melmark • Metro Community Health Centers • MHA of Nassau County, NY • MHA of Westchester, NY • MHS Assessments • Montefiore Medical Center • Mutual of America Financial Group • MVP Healthcare • Nassau County Department of MH/CD/DD Services • Nathan Kline Institute for Psychiatric Research • New York Psychotherapy and Counseling Center • New York State Psychiatric Association • NewYork-Presbyterian • NextGen Healthcare • NY Department of Health and Human Services • Northside Center for Child Development • NY City Department of Health and Mental Hygiene • NYS Office of Addiction Services and Supports (OASAS) • NYS Office of Mental Health (OMH) • NYU McSilver Institute • NYU Silver School of Social Work • Odyssey House • Optum Health • Outreach • Partners Health Plan • People USA • People's United Advisors • Primary Care Development Corporation • Project Renewal • Putnam County MHA • Putnam Family & Community Services • RANE Risk Intelligence • RIP Medical Debt • Ruderman Family Foundation • Rutgers University Behavioral Health Care • Ryan Health • Samaritan Daytop Village • SCO Family of Services • Search for Change • Seaway Valley Prevention Council • Service Program for Older People (SPOP) • Services for the Underserved • South Shore Child Guidance Center • St. Joseph's Residential Services • The Bridge • The Center for Career Freedom • The Coalition for Behavioral Health • The Guidance Center of Westchester • Unique People Services • United Healthcare • Vibrant Emotional Health • VIP Community Services • Visiting Nurse Service of NY • Weill Cornell Medical Center • WellLife Network • Westchester County Department of Community Mental Health • Westchester Jewish Community Services

For more information contact Ira Minot, Publisher, at (570) 629-5960 or iramintot@mhnews.org

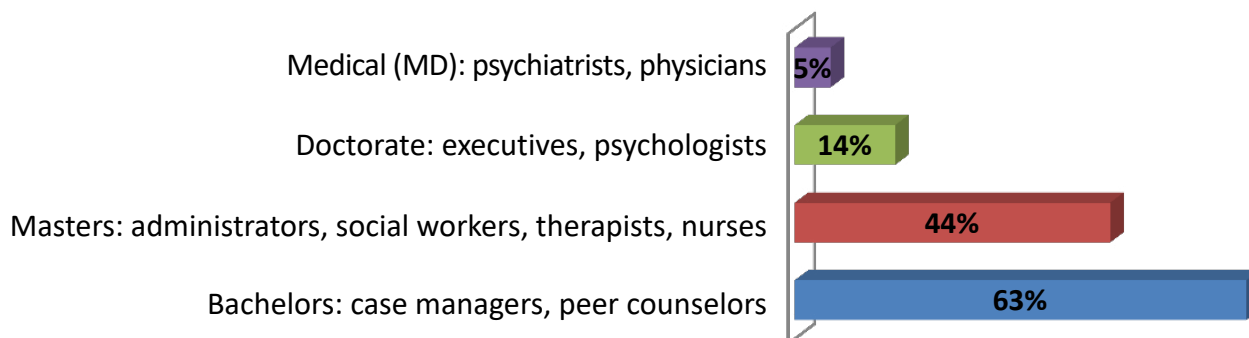
BehavioralHealthNews.org



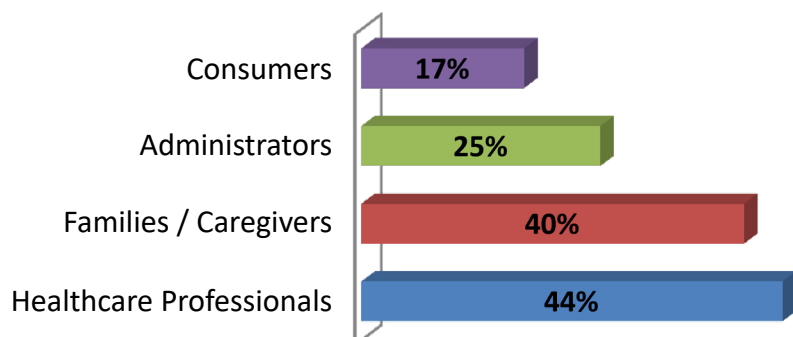
Behavioral Health News Has a Loyal, Actively Engaged Readership

- 97%** Very satisfied or satisfied with BHN
- 69%** Shared an article via email or social media
- 48%** Discussed an article with staff or students
- 15%** Quoted an article in a speech or memo
- 64%** Usually read each issue cover-to-cover
- 60%** Read three or four of the last four issues

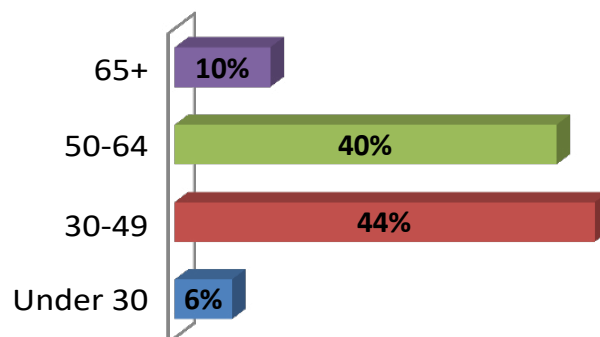
Professional Readership



Broad Readership



Age Range



Behavioral Health News Editorial Calendar

| Issue | Theme | Deadline | Est. Release |
|-------------|---|----------|--------------|
| Spring 2024 | Chronic Pain and Its Impact on Behavioral Health | 3/14/24 | 4/24/24 |
| Summer 2024 | Caring for Older Adults | 6/13/24 | 7/18/23 |
| Fall 2024 | Navigating the Challenges and Potential of Virtual Mental Health and Addiction Care | 9/12/24 | 10/18/24 |
| Winter 2025 | Understanding Suicide and Its Impact on Family and Friends | 12/10/24 | 1/15/25 |

Article Submission Guidelines

- Please contact us first to discuss your idea for an article topic. Article topics related to the issue's theme are preferred, but other topics will be accepted upon approval from the publisher.
- Article length should generally be between 750 and 1,500 words and include a short title.
- If possible, please provide a high resolution color photo of the author(s) to accompany the article, or alternately a photo of a program in action - multiple options are ok. Include captions for all relevant photos.
- Include a byline below the title: **[Full Name(s) with academic letters (if any)]**
[Job Title]
[Name of Organization]
- Include an article summary of 1 to 3 sentences in length for use in our newsletter and social media.
- References should follow with [in-text citations](#) and [full references](#) listed below the article.
- Include a sentence or two for use at the end of the article with contact information (e.g. website, email, phone)
- If you represent a community organization, health facility or association, your article must be read and approved by your organization's Executive Director, CEO or Public Relations Director.
- Content must be educational and informative in nature and fitting to the general nature and high standards of our publication. Self-promotional "advertorials" will require accompanying paid advertising of a quarter page or larger. Promotional content is strictly reserved for [advertising](#) space.
- In keeping with the evidence-based mission of our publication, articles will not be accepted from individuals or organizations that offer information and/or treatments of unproven efficacy. All content is subject to the approval of the Publisher.
- Articles must be submitted as a Word Document in final approved and edited form to iraminot@mhnews.org, preferably two weeks before the announced deadline date before space runs out in the issue.

Behavioral Health News Sponsorship Opportunities

| SPONSORSHIP DETAILS | PLATINUM | GOLD | SILVER |
|--|-------------------------|-------------------------|----------------------------|
| Annual Cost | \$7,000 | \$5,000 | \$3,000 |
| Advertising and Article Space with forward placement in four consecutive quarterly issues of BHN - View the current issue for examples | Full Page Advertisement | Half Page Advertisement | Quarter Page Advertisement |
| Leaderboard Advertising on BHN Website run sitewide on 1,500+ article posts with no paywall - Positioned below the top BHN logo | 2 months | 1 month | – |
| Top Banner Advertising in BHN Update Newsletter - View an example | 3 Newsletters | 2 Newsletters | 1 Newsletter |
| Linked Logo Placement for 1 Year - On the BHN website - In four BHN quarterly issues - In all 26 bi-weekly BHN Update newsletters | ✓ | ✓ | ✓ |

Subscribe to Behavioral Health News



Behavioral Health News Update

BehavioralHealthNews.org

Subscribe to receive the bi-weekly BHN Update newsletters featuring even more autism education, information, advocacy, and resources!

Behavioral Health News

Quarterly Publication Advertising Details

We can create a Customized Promotional Package to meet your marketing needs!

See the next page for additional advertising opportunities.

Interested in advertising or have a question? [Contact us](#) for more information.

Behavioral Health News By The Numbers

160,000

Annual Page Views

13,500

Page Views/Month

1,500

Educational Articles

95

Quarterly Issues

100%

Free - No Paywall

Included with All Quarterly Publication Advertising:

- The [quarterly issue](#) with your advertisement is emailed to our targeted contacts
- Articles with advertising also receive their own post ([example](#))
- Ads and articles are promoted in a separate BHN Update Newsletter ([example](#))
- We promote to the BHN social media followers on [Facebook](#), [LinkedIn](#), [Instagram](#), and [Twitter](#)

| STANDARD RATES | FULL PAGE | | | | HALF PAGE | QUARTER PAGE | EIGHTH PAGE | BUSINESS CARD |
|--------------------------------------|--------------|------------------|------------|---------|-----------|--------------|-------------|---------------|
| | Inside Front | 2nd Inside Front | Back Cover | Regular | | | | |
| Single Issue Rate | \$3,250 | \$2,500 | \$2,000 | \$1,150 | \$875 | \$575 | \$350 | |
| Annual 4-Issue Rate (25% off) | \$9,750 | \$7,500 | \$6,000 | \$3,450 | \$2,625 | \$1,725 | \$1,050 | \$600 |

| PREMIUM RATES | | | | | | | | |
|---|----------|----------|----------|---------|---------|---------|--|--|
| Single Issue Rate | \$5,500 | \$4,500 | \$3,500 | \$2,500 | \$1,500 | \$1,000 | | |
| Annual 4-Issue Rate (25% off) | \$16,500 | \$13,500 | \$10,500 | \$7,500 | \$4,500 | \$3,000 | | |
| VIP Placement in the Publication | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Social Media Promotional Post | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Top Banner Email Newsletter Ad single rate: 1 annual rate: 3 newsletters | ✓ | ✓ | ✓ | ✓ | | | | |
| Leaderboard Sitewide Website Ad single rate: 1 annual rate: 3 months | ✓ | ✓ | ✓ | ✓ | | | | |

For more information contact Ira Minot, Publisher, at (570) 629-5960 or iraminot@mhnews.org

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Behavioral Health News

Additional Advertising Opportunities

Website Advertising

Leaderboard Ad: \$500/month

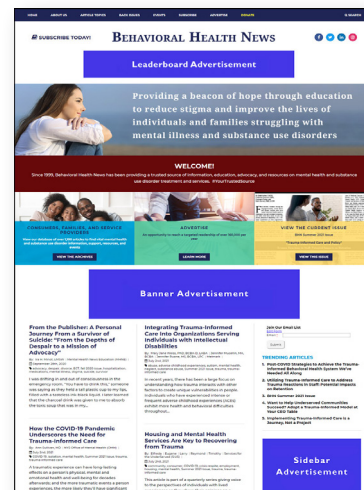
- Sitewide on 1,500+ article posts with no paywall
- Positioned below the top BHN logo
- Size: 728 px wide x 90 px tall

Banner Ad: \$300/month

- Homepage only
- Positioned above the article previews section
- Size: 800 px wide x 250 px tall

Right Sidebar Ad: \$300/month

- Homepage only
- Positioned below the trending articles list
- Size: 530 px wide x 315 px tall



View Website Ad Layouts

Ad Within an Article Post: \$400 (example)

- Published direct to the website (not part of a quarterly issue)
- Size: 800 px wide x 300 px tall

Conditions:

- Price is per month if placed on an already published article
- If accompanied by an original article submission, price is for permanent placement and the website post will be shared in a BHN Update Newsletter and on social media

BHN Update Newsletter

Top Banner Ad: \$200/newsletter (example - NYS Suicide Prevention Conference)

- Emailed to the BHN email subscribers every other week
- Size: 600 px wide x 250 px tall

Social Media

Promotional Post: \$150/post (example)

- Shared to [Facebook](#), [LinkedIn](#), and [Instagram](#), and [Twitter](#)

Community Events Calendar

Event Listing: \$150/event (example)

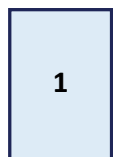
- Includes full event details with a link for more information and to register for your event

Behavioral Health News News

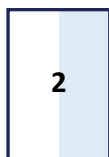
Quarterly Issue Advertisement Size Specifications

| 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" |

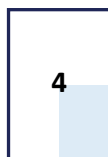
Full Page



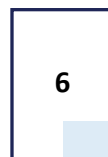
Half Page



Quarter Page



Eighth Page



Business Card



Quarterly Issue Advertisement Conditions

- Payment is expected in full at the beginning of the Ad run. Credit card payments can be [made here](#). Make checks out to **Mental Health News Education** 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.

Please direct any questions or concerns about advertising production, transmission, billing, or pricing to Ira Minot, Publisher, at (570) 629-5960 or iraminot@mhnews.org.