



# TEXAS Psychologist

*Advertisement  
Opportunity!*

**Business-to-Business Marketing that  
Moves Products and Services**

*Texas Psychologist* is the premier trade journal for psychological professionals in Texas.

As the official publication of the Texas Psychological Association, *Texas Psychologist* reflects the industry's highest standards and reinforces the organization's sterling professional image.

## Cutting-edge editorial content

With a new appearance and high level of sophistication, *Texas Psychologist* delivers clear, comprehensive, up-to-date information about psychological strategies, issues and regulations that readers can immediately apply in their own institutions.

In articles written by the most accomplished leaders and consultants in the field, *Texas Psychologist* covers a broad range of subjects. Regular topics include:

- Payment Issues (Insurers, Liability)
- National Politics from the American Psychological Association
- Health Care Reform
- International Psychological Outreach
- HIPAA Requirements
- Adding Value to Client Services
- State Legislation and Policymaking
- Advancements in Technology
- Research and Education
- TPA Events, Training and Networking Opportunities
- Annual Conference Coverage

## Readers want competitive advantage

Published quarterly with a circulation of more than 1,500 each issue, *Texas Psychologist* serves the membership and prospective members of the Texas Psychological Association. The readership is comprised of the most successful practicing psychologists within the state of Texas, as well as high school teachers and graduate students of psychology. All strive to continuously learn about new laws and regulations, methodologies, training opportunities, research and technology.

Our readers look to *Texas Psychologist* as an invaluable tool that can improve their performance, strengthen their involvement in the community and bolster their voice in policy making. The magazine increases membership and value for the Texas Psychological Association by upholding the standards of the American Psychological Association. As a result, *Texas Psychologist* is read cover-to-cover and stored in our members' libraries for future reference. This is your opportunity to reach the niche market the psychological profession provides.

## 2009-2010 Publication & Advertising Schedule

Issue	Artwork/ Editorial Due:	Mail Date
Issue 1 - Fall '09	Aug. 28, 2009	Sept. 23, 2009
Issue 2 - Winter '09	Nov. 30, 2009	Dec. 28, 2009
Issue 3 - Spring '09	Feb. 26, 2010	Mar. 24, 2010
Issue 4 - Summer '10	May 31, 2010	Jun. 24, 2010

## Design Information

*Ads submitted must be in .tiff, .eps, .jpg, or .pdf format. 300 dpi, high-resolution press-quality, CMYK images only. Ads may be submitted as original Illustrator or Photoshop format. If the original ad is submitted, please include all linked files and change all type to outlines. Please provide a hard copy print. Ads on a disk or E-mailed must be zipped (PC), or stuffed as a self-extracting file (MAC).*

\* Ad Design Available—\$250.<sup>00</sup>

## 2009-2010 Advertising Rates

Size	Price per term (4 issues)
Full Page	\$2,907. <sup>00</sup>
1/2 Page Horizontal	\$2,243. <sup>00</sup>
1/4 Page Horizontal	\$1,745. <sup>00</sup>
Page 3	\$3,157. <sup>00</sup>
Inside Front/Back Covers	\$3,157. <sup>00</sup>
Outside Back Cover	\$3,407. <sup>00</sup>

- All color is process color
- Ad rates are net
- Centerfold Available (Call for ad rates)

## AD Specifications (Width X Height)

Inside Front/Back Cover:	7.5" X 10"
Full Page Ads:	7.5" X 10"
1/2 Page Ads:	7.5" X 5"
1/4 page Ads:	3.75" X 5"
Outside Back Cover:	8" X 8.5"

\* for bleed add .125" on all sides



*Texas Psychologist* is printed on FSC/SFI Certified Paper



BV-COC-210004

# TEXAS Psychologist

## COMPANY INFORMATION

Name of Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## ADVERTISING REQUIREMENTS

AD SIZE	Cost Per Issue	# of Insertions	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
Inside Front/Inside Back Covers			
Page 3			
Back Cover			

- We will provide ad.
- We will pay you to design our ad.
- Payment is enclosed. (Please make checks payable to Newsletters Ink).
- Please invoice me. I will authorize payment in full prior to publication.
- Please bill my credit card.

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

CVC CODE: (Three Digit code on Back of Card) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Cardholder's Name (Print): \_\_\_\_\_

Billing Address: \_\_\_\_\_

## PLEASE MAIL, FAX OR E-MAIL TO



Newsletters Ink Corp.  
473 West 4800 South  
Murray, UT  
84123



FAX:  
303.997.1872



E-MAIL:  
kris@newslettersink.net

## TERMS & CONDITIONS

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and the publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically contracted for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless Texas Psychological Association and the publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. In the event that an advertisement is not printed for any reason, a refund will be given. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.
- Ads that are not paid for prior to publishing are not guaranteed to run.
- The publisher and TPA reserve the right to place the word "advertisement" with copy that is deemed not to be editorial.

## SIGNATURE & DATE

Signature \_\_\_\_\_

Date \_\_\_\_\_

# TEXAS Psychologist

## Shaping the Future of Psychology in Texas

- In a survey conducted by the American Business Media, trade journals such as *Texas Psychologist*, earned a very high “Media Credibility Index” of 350 from the survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers, decision-makers, owners and high-level management. Research shows that specialized business publications, like *Texas Psychologist*, are leaders in convenience, credibility, objectivity and valued, relevant educational editorial.
- Ads in specialized business publications, such as *Texas Psychologist*, are considered “useful” or “very useful” more than 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications received a 4.0 from business decision-makers who were asked to choose the “most informative” medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2% calling the trade press “highly objective” or “somewhat objective.”
- Advertising in *Texas Psychologist* is an extraordinary way to reach a very targeted and elite business market.
- Cost per contact in *Texas Psychologist* is less than 35 cents on average.
- *Texas Psychologist* is the most frequently read magazine by members of the Texas Psychological Association, surpassing other trade publications. Members report that *Texas Psychologist* is the one trade journal they read first.



Questions? Call Kris Montione or the Publisher at

800.639.0465



473 West 4800 South • Murray, UT • 84123