



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.



OFFICIAL PUBLICATION OF THE TEXAS PSYCHOLOGICAL ASSOCIATION

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

2010-2011

Publication & Advertising Schedule

Issue	Ad Artwork Due	Mail Date
Fall 2010	August 27, 2010	September 24, 2010
Winter 2010	November 30, 2010	December 28, 2010
Spring 2011	February 25, 2011	March 25, 2011
Summer 2011	May 31, 2011	June 24, 2011

Design Information

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available \$250.

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.

2010-2011 Advertising Rates

Size	Price Per Term (4 issues)
Full Page	\$2,907. ⁰⁰
1/2 Page	\$2,243. ⁰⁰
1/4 Page	\$1,745. ⁰⁰
Inside Front/Back Covers	\$3,157. ⁰⁰
Outside Back Cover	\$3,407. ⁰⁰

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

AD Specifications (Width X Height)

*Inside Front/Back Cover:	8.5" X 11"
*Full Page Ads:	8.5" X 11"
1/2 Page Ads:	7.5" X 4.75"
1/4 page Ads:	3.625" X 4.75"
*Outside Back Cover:	8.5" X 8.5"

* for bleed add .125" on all sides



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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?

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