

Rational News Newsletter Advertising

The National Association of Cognitive-Behavioral Therapists publishes a quarterly newsletter, *Rational News*. Our newsletter is mailed to each association member.

Rational News is also posted on our website at <http://www.nacbt.org> six months after the publication date, and remains on the website indefinitely. *Therefore, your product or service will receive advertising indefinitely.*

Advertising rates are as follows:

- ¼ Page Display Ad – \$200
- ½ Page Display Ad – \$300
- Full Page Display Ad – \$500

Display advertisements must be provided to the NACBT in JPEG, TIFF, or BMP format. We encourage a minimum of 300 DPI. However, we prefer 600 DPI.

<u>Issue</u>	<u>Publication Date</u>	<u>Reservation Deadline</u>	<u>Copy Deadline</u>
Spring	March 31	February 28	March 15
Summer	June 30	May 31	June 15
Fall	September 30	August 31	September 15
Winter	December 31	November 30	December 15

Physical Dimensions

- ¼ Page Display Ad – 3.25 inches wide x 4.5 inches high
- ½ Page Display Ad – 6.5 inches wide x 4.5 inches high
- Full Page Display Ad – 6.5 inches wide x 9 inches high

Display Ad Reservation

To reserve your display advertisement space, telephone Sandra Pucci at 1-800-853-1135.

Payment

Pre-payment is required. Please mail payment to:

National Association of Cognitive-Behavioral Therapists
203 Three Springs Drive, Suite 4
Weirton, WV 26062

NACBT Website Advertising

The National Association of Cognitive-Behavioral Therapists offers banner advertising for its website at <http://www.nacbt.org>. Advertising is limited to one sponsor per page. Advertising is reserved on a monthly, quarterly, and yearly basis, with fees being prepaid.

Advertising rates are as follows:

- \$350 / Month for Banner Ad for "What is CBT?" page.

(Type "cognitive-behavioral therapy" in Google and this page will be either first or second in the listing.)

- \$250 / Month for Banner Ad for "CBT Referrals" page.
- \$175 / Month for Banner Ad for "CBT Seminars" page.
- \$125 / Month for Banner Ad for "History of CBT" page.
- \$100 / Month for Banner Ad for "CBT Links" page.

Banner ads must be 460 x 60 in size and can be static or animated.

The NACBT reserves the right to reject any advertisement that is not consistent with its philosophy, that is competitive with NACBT offerings, as well as any advertisement that promotes a product or service that is illegal.

Display Ad Reservation

To reserve your display advertisement space, telephone Sandra Pucci at 1-800-853-1135.

Payment

Pre-payment is required. Please mail payment to:

National Association of Cognitive-Behavioral Therapists
203 Three Springs Drive, Suite 4
Weirton, WV 26062

Shipped Orders Advertising

The NACBT sells cognitive-behavioral therapy professional and self-help products on our online store at <http://nacbt.americommerce.com>. We average 150 orders a month.

We are offering display advertising for package inserts. When an order is shipped, we will include your print advertisement with it.

Advertising to our online store customers will allow you to take advantage of a very select group of people who have demonstrated an interest in mental health / cognitive-behavioral therapy.

Advertising rates are as follows:

- ½ Page Print Display Ad -- \$100 per 30-day intervals.

Physical Dimensions

- ½ Page Display Ad – 6.5 inches wide x 4.5 inches high

Display advertisements must be provided to the NACBT in JPEG, TIFF, or BMP format. We encourage a minimum of 300 DPI. However, we prefer 600 DPI.

Display Ad Reservation

To reserve your display advertisement space, telephone Sandra Pucci at 1-800-853-1135.

Payment

Pre-payment is required. Please mail payment to:

National Association of Cognitive-Behavioral Therapists
203 Three Springs Drive, Suite 4
Weirton, WV 26062

eNewsletter Advertising

The National Association of Cognitive-Behavioral Therapists distributes a weekly email newsletter to mental health professionals and to lay people interested in rational self-counseling. Our opt-in email lists consist of people who have visited our website at <http://www.nacbt.org>.

Currently, our list consists of 6,500 people and grows daily.

Advertising rates are as follows:

- \$100 per text-based advertisement per month. At least four emails are distributed to the list per month.

Physical Dimensions

- 50-word Maximum text-based “classified” advertisement.

Ad Reservation

To reserve your display advertisement space, telephone Sandra Pucci at 1-800-853-1135.

Payment

Pre-payment is required. Please mail payment to:

National Association of Cognitive-Behavioral Therapists
203 Three Springs Drive, Suite 4
Weirton, WV 26062

Radio Show Advertising

Dr. Aldo Pucci hosts a call-in radio show on Pittsburgh's (PA) FM Newstalk 104.7 every Saturday from Noon to 12:30 pm titled, "Your Emotional Health." The show is also available via live streaming audio at <http://www.wpgb.com>.

"Your Emotional Health" is available via podcast at <http://youremotionalhealth.podbean.com> as well.

We are offering 30-second radio advertisement spots read and endorsed by Dr. Pucci during the show. Again, these advertisements will be broadcast via podcast as well, *which means that your ad will run indefinitely on the Internet.*

Advertising rates are as follows:

- \$100 per 30-second advertisement.

Ad Reservation

To reserve your advertisement, telephone Sandra Pucci at 1-800-853-1135.

Payment

Pre-payment is required. Please mail payment to:

National Association of Cognitive-Behavioral Therapists
203 Three Springs Drive, Suite 4
Weirton, WV 26062

About the NACBT

The National Association of Cognitive-Behavioral Therapists was formed in 1995 for the purpose of promoting and advancing the practice of cognitive-behavioral therapy, which is a form of psychotherapy. The NACBT's national headquarters are located 20 miles west of Pittsburgh, PA.

The NACBT has set standards for credentialing of cognitive-behavioral therapists. We have a highly utilized national referral database. We have trained thousands of mental health professionals over the years. Our members consist of mental health professionals from every state, as well as fifteen other countries. Our award-winning website is located at <http://www.nacbt.org>.

Our board of advisers consists of leaders in the cognitive-behavioral field. We have made it our mission to spread the good news of cognitive-behavioral therapy throughout the world.

The NACBT president is Dr. Aldo R. Pucci. If you would like to discuss the NACBT with him, feel free to call him at 1-800-853-1135 or email him at aldo@nacbt.org