



**ASSOCIATION OF
PRIVATE PRACTICE
THERAPISTS**

**P.O. Box 241621
Omaha, NE
68124-5621**

**Phone:
402.393.4600**

**Fax:
402.393.4603**

**E-mail:
appt@
ibc.omhcoxmail.com**

**Web:
PrivatePractice.org**

Advertising Guidelines

Reach more than 180 private practice mental health therapists in Nebraska by advertising in the newsletter of the Association of Private Practice Therapists. (Actual circulation is more than 225 issues.)

THE COMPASS is a quarterly newsletter. As a quarterly publication, *The Compass* offers you up to four exposures to private practice decision makers each year.

Camera-ready artwork is required for all advertisements in the newsletter. Payment is due prior to each issue's publication date, or the advertisement will not be included.

Newsletter Publication Schedule

<u>ISSUE DATE</u>	<u>SCHEDULED PUBLICATION DATE</u>	<u>AD DEADLINE</u>
October 2009	Sept. 30, 2009	Sept. 10, 2009
January 2010	Jan. 4, 2010	Dec. 10, 2009
April 2009	March 31, 2010	March 10, 2010
July 2009	June 30, 2010	June 10, 2010

Advertising Rates (effective 06/1/2007)

DISPLAY ADS

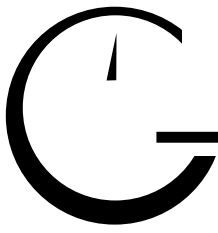
Full-Page	\$150.00
Half-Page	\$75.00
Business Card Ad	\$30.00
Therapist Business Card	\$75.00 (4 issues or 12 months, whichever is longer)

CLASSIFIED ADS – APPT MEMBERS ONLY

Classified Ad \$.50/word (minimum \$5; prepaid)

MINIMUM AD COMMITMENT IS TWO ISSUES.

**PRE-PAYMENT IS DUE WITH THE FIRST AD;
YOU WILL BE BILLED FOR SUBSEQUENT ADS.**



APPT

Advertising Agreement

ADVERTISER INFORMATION

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

PLEASE PUBLISH MY AD IN THE FOLLOWING ISSUES (2 issues minimum)

- January 2010
- July 2010
- January 2011
- April 2010
- October 2010
- April 2011

REGULAR ADVERTISEMENT

(Attach your camera-ready artwork or e-mail to appt@ibc.omhcoxmail.com)

- Full Page \$150 per issue
- Half-Page \$75 per issue
- Business Card Ad \$30 per issue
- Therapist Business Card \$75 (12 months or 4 issues, whichever is longer)

CLASSIFIED ADVERTISEMENT TEXT – APPT MEMBERS ONLY

(Please print clearly or attach separate sheet of typed text)

PAYMENT: ___ words @ \$.50/word (\$5 minimum) \$_____

AGREEMENT

Advertiser Signature _____

Date _____

Please enclose your payment (make check payable to: APPT)