Behavioral Health News

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

www.BehavioralHealthNews.org

#YourTrustedSource since 1999

Current Issue • Advertise • Submit an Article • Editorial Calendar
Join Our Mailing List • Articles by Topic • Issue Archives • Event Calendar

Behavioral Health News By The Numbers

- A targeted readership of over 160,000 annually online
- A searchable online database of over 1,200 articles available for free
- An online archive of over 80 quarterly issues going back to 2001

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.

2022 Media Kit

2. Note From the Publisher 3. The Father and Son Team Behind Behavioral Health News
4. Website Stats, Social Media and Partner Organizations 5. Demographics
10. Subscription and Sponsorship Opportunities 11. Mental Health News Education Board of Directors
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 1,200 educational articles made accessible for free. Since then, our audience has grown by over 950%. 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 13,000 page views per month, and our social media channels have grown 40% 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
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 Behavioral Health News and Autism Spectrum 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 of providing a trusted resource of safe and proven-effective education and information for the autism community.

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 almost 450,000 providing free access to over 2,000 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.
BHN Annual Website Statistics

as of August 4, 2022

180K
Page Views

160K
Unique Users

950% year-over-year increase in annual website traffic and users

The BHN Social Media Community

40% year-over-year increase in social media followers

Partnering with Leading Organizations

Providing Essential Education Directly to Consumers, 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 • NH 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 iraminot@mhnews.org
www.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

Medical (MD): psychiatrists, physicians
- 5%

Doctorate: executives, psychologists
- 14%

Masters: administrators, social workers, therapists, nurses
- 44%

Bachelors: case managers, peer counselors
- 63%

Broad Readership

Consumers
- 17%

Administrators
- 25%

Families / Caregivers
- 40%

Healthcare Professionals
- 44%

Age Range

65+
- 10%

50-64
- 40%

30-49
- 44%

Under 30
- 6%
# Behavioral Health News Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Deadline</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2023</td>
<td>The Impact of Behavioral Health on Families</td>
<td>12/13/22</td>
<td>1/7/23</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>Stigma: How We Can Make a Difference</td>
<td>3/16/23</td>
<td>4/7/23</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>Serious Mental Illness: History and Challenges Ahead</td>
<td>6/14/23</td>
<td>7/7/23</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>Substance Use Disorder Prevention, Treatment, Recovery, and Harm Reduction</td>
<td>9/14/23</td>
<td>10/7/23</td>
</tr>
</tbody>
</table>

## 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 1,250 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
Quarterly Publication Advertising Details

View the current issue to see advertising examples.
See Advertising Specifications on page 9.

### BHN By the Numbers

- A targeted readership of over 160,000 annually online
- A searchable online database of over 1,200 articles available for free
- An online archive of over 80 quarterly issues going back to 2001

### BASIC AD RATES

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
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</tr>
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<tbody>
<tr>
<td></td>
<td>Inside Front</td>
<td>Back</td>
<td>Inside Back</td>
<td>Regular</td>
</tr>
<tr>
<td>Single Issue Rate</td>
<td>$3,250</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,150</td>
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<tr>
<td>Annual 4-Issue Rate (25% Discount)</td>
<td>$9,750</td>
<td>$7,500</td>
<td>$6,000</td>
<td>$3,450</td>
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<tr>
<td>Ad run in the quarterly issue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run with article in website post</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run in email newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Events posted to Events Calendar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### PACKAGE AD RATES

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inside Front</td>
<td>Back</td>
<td>Inside Back</td>
<td>Regular</td>
</tr>
<tr>
<td>Single Issue Rate</td>
<td>$5,500</td>
<td>$4,500</td>
<td>$3,500</td>
<td>$2,500</td>
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<tr>
<td>Annual 4-Issue Rate (25% Discount)</td>
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<td>$10,500</td>
<td>$7,500</td>
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<tr>
<td>Ad run in the quarterly issue</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run with article in website post</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run in email newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Events posted to Events Calendar</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media promotional posting</td>
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<td>✓</td>
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</tr>
<tr>
<td>Banner ad in email newsletter (single rate: 1 annual rate: 3 newsletters)</td>
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<tr>
<td>Leaderboard website ad - sitewide (single rate: 1 annual rate: 3 months)</td>
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<tr>
<td>Sponsored webinar (annual rate only)</td>
<td>✓</td>
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<td></td>
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</tbody>
</table>
Behavioral Health News

Additional Advertising Opportunities

This page’s advertising specifications will be provided upon request sent to iraminot@mhnews.org

**Website Advertising**

<table>
<thead>
<tr>
<th>Sitewide</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (below top logo) – $500 / month</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Homepage Only</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner – $300 / month</td>
<td></td>
</tr>
<tr>
<td>Right Sidebar Large Rectangle – $300 / month</td>
<td></td>
</tr>
</tbody>
</table>

**Within an Article Post** *(see example)*

- Direct to website (not part of a quarterly issue)
- Will also be shared on social media and included in a newsletter

Conditions:
- If placed on an already posted article, price is per month
- If included with your original article, price is for permanent placement

| Large Rectangle – $300 / article |  |

**“BHN Update” Bi-Weekly Email Newsletter Advertising**

A linked banner advertisement at the top of our newsletters *(see example)*

$200 per newsletter

**Social Media Advertising**

Advertise to our social media followers across Facebook, Twitter, LinkedIn, and Instagram

$150 per social media post (includes all four platforms)

**Event Calendar Advertising**

Advertise your event on the BHN Community Events Calendar

$100 per event
Behavioral Health News
Advertisement Size Specifications

<table>
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<tr>
<th>ADVERTISEMENT SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
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</thead>
<tbody>
<tr>
<td>1) Full Page</td>
<td>10.4”</td>
<td>12.8”</td>
</tr>
<tr>
<td>2) Half Page Vertical</td>
<td>5.1”</td>
<td>12.8”</td>
</tr>
<tr>
<td>3) Half Page Horizontal</td>
<td>10.4”</td>
<td>6.4”</td>
</tr>
<tr>
<td>4) Quarter Page Vertical</td>
<td>5.1”</td>
<td>6.4”</td>
</tr>
<tr>
<td>5) Quarter Page Horizontal</td>
<td>10.4”</td>
<td>3.1”</td>
</tr>
<tr>
<td>6) Eighth Page Vertical</td>
<td>5.1”</td>
<td>3.1”</td>
</tr>
<tr>
<td>7) Eighth Page Horizontal</td>
<td>10.4”</td>
<td>1.5”</td>
</tr>
<tr>
<td>8) Business Card (1/16 page)</td>
<td>5.1”</td>
<td>1.5”</td>
</tr>
</tbody>
</table>

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, Inc. 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.

Any questions or concerns regarding the production or transmission of advertisements or billing and pricing should be directed to Ira Minot, Publisher, at (570) 629-5960 or iraminot@mhnews.org.

For more information contact Ira Minot, Publisher, at (570) 629-5960 or iraminot@mhnews.org
www.BehavioralHealthNews.org
Subscribe to Behavioral Health News

Subscribe to receive the Behavioral Health News bi-weekly Update newsletters featuring behavioral health education, webinars, upcoming events, and more!

Behavioral Health News Sponsorship Opportunities

Platinum Sponsor: $6,000
• One Full Page advertisement and article space in four quarterly issues
• Logo with link on Sponsors Page and free website postings of special events

Gold Sponsor: $4,000
• One Half Page advertisement and article space in four quarterly issues
• Logo with link on Sponsors Page and free website postings of special events

Silver Sponsor: $2,500
• One Quarter Page advertisement and article space in four quarterly issues
• Logo with link on Sponsors Page and free website postings of special events

Bronze Sponsor: $1,500
• One Eighth Page advertisement and article space in four quarterly issues
• Logo with link on Sponsors Page and free website postings of special events

Advisor Sponsor: $500    Friend Sponsor: $250
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