

Behavioral Health News

Quarterly Publication Advertising Details

[View the current issue](#) to see advertising examples.

See Quarterly Publication Advertising Specifications on [Page 3](#).

BHN By the Numbers

- A targeted readership of over **160,000** annually online
- A searchable online database of over **1,100** articles available for free
- An online archive of over **75** quarterly issues going back to 2001

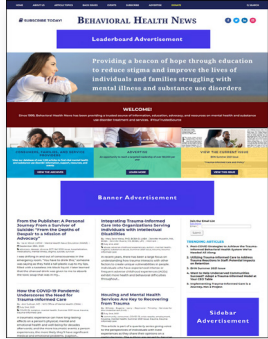
BASIC AD RATES	FULL PAGE				HALF PAGE	QUARTER PAGE	EIGHTH PAGE	BUSINESS CARD
	Inside Front	Outside Back	Back Cover	Regular				
Single Issue Rate	\$3,250	\$2,500	\$2,000	\$1,150	\$875	\$575	\$350	N/A
Annual 4-Issue Rate (25% Discount)	\$9,750	\$7,500	\$6,000	\$3,450	\$2,625	\$1,725	\$1,050	\$600
Ad run in the quarterly issue	✓	✓	✓	✓	✓	✓	✓	✓
Ad run with article in website post	✓	✓	✓	✓	✓	✓	✓	✓
Ad run in email newsletter	✓	✓	✓	✓	✓	✓	✓	✓
Events posted to Events Calendar	✓	✓	✓	✓	✓	✓	✓	✓

PACKAGE AD RATES	FULL PAGE				HALF PAGE	QUARTER PAGE
	Inside Front	Outside Back	Back Cover	Regular		
Single Issue Rate	\$5,500	\$4,500	\$3,500	\$2,500	\$1,500	\$1,000
Annual 4-Issue Rate (25% Discount)	\$16,500	\$13,500	\$10,500	\$7,500	\$4,500	\$3,000
Ad run in the quarterly issue	✓	✓	✓	✓	✓	✓
Ad run with article in website post	✓	✓	✓	✓	✓	✓
Ad run in email newsletter	✓	✓	✓	✓	✓	✓
Events posted to Events Calendar	✓	✓	✓	✓	✓	✓
Social media promotional posting	✓	✓	✓	✓	✓	✓
Leaderboard website ad - 3 months	✓	✓	✓	✓		
Banner ad in 1 email newsletter	✓	✓	✓	✓		
Sponsored webinar (up to 60 min.)	✓	✓	✓			

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Additional Advertising Opportunities

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

Website Advertising	
Sitewide	 <p>View Website Ad Layouts</p>
Leaderboard (below top logo) – \$500 / month	
Right Sidebar Large Rectangle – \$400 / month	
Homepage Only	
Banner – \$300 / month	
Within an Article Post (see example) <ul style="list-style-type: none"> - Direct to website (not part of a quarterly issue) - Will also be shared on social media and included in a newsletter 	
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

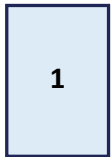
Social Media Advertising
Advertise to our social media followers across Facebook , Twitter , LinkedIn , and Instagram
\$150 per social media post (includes all four platforms)

Event Calendar Advertising
Advertise your event on the BHN Community Events Calendar
\$100 per event

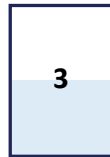
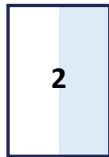
Behavioral Health News Advertisement Size Specifications

ADVERTISEMENT SIZE	WIDTH	HEIGHT
1) Full Page	10.4"	12.8"
2) Half Page Vertical	5.1"	12.8"
3) Half Page Horizontal	10.4"	6.4"
4) Quarter Page Vertical	5.1"	6.4"
5) Quarter Page Horizontal	10.4"	3.1"
6) Eighth Page Vertical	5.1"	3.1"
7) Eighth Page Horizontal	10.4"	1.5"
8) Business Card (1/16 page)	5.1"	1.5"

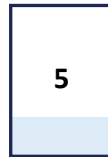
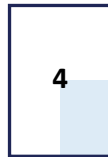
Full Page



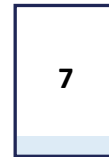
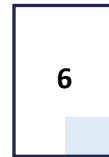
Half Page



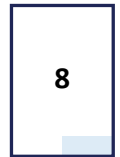
Quarter Page



Eighth Page



Business Card



Advertisement Conditions

- Payment is expected in full at the beginning of the contract. 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 regarding billing contracts and pricing should be directed to Ira Minot, Publisher, at (978) 733-4481 or iramintot@mhnews.org.