



**Minnesota Psychiatric Society
ADVERTISING RATE SHEET - 2018**

Ideas of Reference

The newsletter of the Minnesota Psychiatric Society is published semi-monthly: February, April, June, August, October, and December for members of MPS and others on request. *Ideas of Reference* has a semi-monthly circulation of 450. Signed articles express the opinion of the author and do not necessarily reflect policies of MPS. Articles submitted are subject to review by the editor. All advertising copy must be in black and white and is subject to approval by the Editor/Newsletter Committee. Deadlines are the 1st of the month prior to publication

Display Ads:

Size	Dimensions	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Insert*	8.5"x10.5"	\$600	\$600	\$500	\$500	\$400	\$400
Full page**	7.5"x8"	\$600	\$600	\$500	\$500	\$400	\$400
½ page	3.5"x8" 7.5"x4"	\$400	\$400	\$350	\$350	\$275	\$275
¼ page	3.5"x4"	\$275	\$275	\$225	\$225	\$175	\$175
1/8 page	3.5"x2" 1.75"x4"	\$225	\$225	\$175	\$175	\$100	\$100

*Inserts must be provided by the advertiser. They can be full color. Five hundred pieces are due by the 1st of the month prior to publication. Inserts should be on paper stock that is 60# or less, trimmed and folded to place into the newsletter.

Classified Rates: 25 words or less for \$75 with each additional word at 35¢.

Meetings and events of interest to MPS readers may be listed on the Calendar of Events free of charge, subject to space availability.

Website Ads

Monthly ad postings: The Minnesota Psychiatric Society website offers monthly ad postings for \$125 per month. Ads must be pre-approved and submitted in both pdf and word format.

Banner Ads: Banner ads are available for \$1,250 per year.

Member E-Communications

Semi-Monthly eblast ads: The Minnesota Psychiatric Society emails its members twice monthly. Live Link ads are available for \$100 each.

Ideas of Reference
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