



NORTH CAROLINA
**Psychiatric
Association**



Media Kit & Advertising Options

*Learn how advertising
with NCPA fits into your
marketing plan.*

Advertising Contact

info@ncpsychiatry.org | 919-859-3370

The North Carolina Psychiatric Association (NCPA) is a professional medical organization that represents **more than 900 psychiatrists statewide.**

All of our members are psychiatrists.
Their work environments include private practice, hospital settings, community clinics, universities, Veteran's Administration, and more.

**at a
glance...**

www.ncpsychiatry.org

*17,000+ sessions
11,300 unique visitors
1:58 min. avg. time
spent on site*

**2016 website stats*



385+

@ncpsychiatry

e-news stats

*circulation: 850+
+39% avg. open rate
+14% avg. click-thru
rate*

**2016 e-news stats*



915+

Whether you're seeking new clients for your business solutions and services, announcing vacancies, selling your practice, or renting office space, advertising with NCPA is an outstanding way to reach **North Carolina psychiatrists** with your message.

Online Job Postings & Classified Ads Board

Ads include up to 100 words. Promoted in every e-newsletter and social media, and they are accessible via the website's main menu bar and homepage News Widget.

30-day posting: \$150

60-day posting: \$250

Add-ons:

More than 100 words: \$1 per word

Logo/graphic: \$25

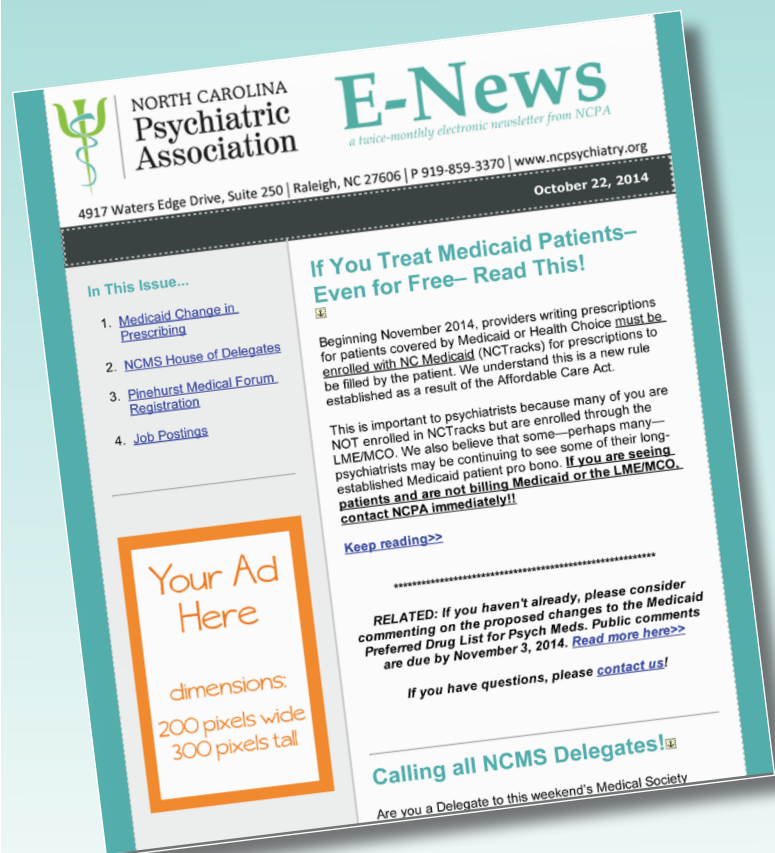


NCPA E-news

Emailed twice a month to members with valid email addresses; it averages open rates and click-thru rates higher than the industry standard. Each biweekly issue can accommodate one exclusive sponsorship.

Exclusive Sponsorship: \$375 per issue

- Clickable Full-color Logo displayed prominently
- 100-word description of organization or 200 x 300 pixel display ad
- No other sponsor/advertisements present in the same issue



NCPA News Print Newsletter

Our 12-20 page newsletter is published quarterly (June, September, December, March) and sent to 950+ members and Friends of NCPA via direct mail.

Classified Ads: \$200

- 100 words included
- More than 100 words: \$1/word
- Copy must be submitted the first business day of the month prior to publication

Display Ads:

- Full color
- Quarter, Half and Full page sizes (rates below)
- Multiple-ad discounts
- Client must supply artwork (PDF or EPS)
- Artwork must be submitted the first business day of the month prior to publication



Ad Sizes	1Ad	2 Ads	3 Ads	4 Ads
Full page 8.5" x 11"	\$750	\$690 (per ad)	\$660 (per ad)	\$630 (per ad)
Half page 8.5" x 5.5" (landscape)	\$575	\$545 (per ad)	\$515 (per ad)	\$485 (per ad)
Quarter page 4.25" x 5.5" (portrait)	\$425	\$400 (per ad)	\$375 (per ad)	\$345 (per ad)

NCPA Print & Online Advertising Policy

- NCPA requires prepayment for all advertising (credit or check is accepted).
- Advertisements for employment opportunities outside of North Carolina (traditional or telepsychiatry positions) or pharmaceutical products are not allowed at this time.

Exhibitor Opportunities

NCPA holds several events throughout the year, which target psychiatrists, physician assistants, nurse practitioners and nurses, social workers, psychologists and other mental health providers. Events range from practice management workshops to scientific sessions.

Our events are a great way to meet one-on-one with your target audience. Event schedules are designed to provide multiple breaks with exhibitors to maximize networking opportunities. NCPA also provides sponsorship opportunities that allow for increased exposure such as exclusive on-site signage, inclusion of logo and company information in event marketing.

For more information about NCPA's exhibiting opportunities, please visit www.ncpsychiatry.org/exhibitors-sponsors or email info@ncpsychiatry.org.



400+
attendees
annually

Reach
Psychiatrists,
PAs, NPs and
other mental
health providers

Exhibitors
receive event
attendee lists.