



Advertising Prospectus 2018 - 2019

American Association for Marriage and Family Therapy

FAMILY THERAPY

THE MFT CAREER SPECTRUM
CHALLENGE YOUR PRACTICE | GROW YOUR CAREER

34 **32**

36

2015

Plan Ahead in 2016

2016 "Strengthening Families Together" Research Report Update

CPH

Only the best do so well about the work to us. Encourage that spirit to set free about its own existence.

TO BE THE BEST? LEARN FROM THE BEST.

START YOUR P.L.E. IN MARRIAGE & FAMILY THERAPY. APPLY TODAY AT [TO BE THE BEST? LEARN FROM THE BEST.**

PROFESSIONAL COUNSELORS ONLY \\$176

CPH](http://WWW.AAMFT.ORG/PLT/2016/01/01/11/</p>
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AAMFT

Federal, State and Private Payer Advocacy

FAMILY TEAM

Factor: AAMFT's Family Team is the only national organization that provides a comprehensive, integrated, and coordinated approach to advocacy for all payers.

AAMFT Family TEAM USBA

State: AAMFT and its State and Territorial Associations work together to provide a comprehensive, integrated, and coordinated approach to advocacy for all payers.

Find a Therapist

An Eco-systemic Lens

AN ECO-SYSTEMIC LENS focuses on the family, the individual, and the environment. It is a way of thinking that recognizes the interconnectedness of all things and the influence of the environment on the individual and the family.

While thoughts and actions effects are significant, clients play the largest role in psychotherapy outcomes. As much as work of psychotherapy outcomes can be explained by clients, the focus of this research is on the specific client and centered to the treatment (Johnson, 2014). Johnson describes how clients use what they learn in the therapy to change their lives and behaviors in the real world. Johnson (2014) notes that clients use what they learn in the therapy to change their lives and behaviors in the real world. Johnson (2014) notes that clients use what they learn in the therapy to change their lives and behaviors in the real world.

More than 1,000,000 couples will see single success in 2016!

Nonviolent COMMUNICATION

MAKERS & DOERS

FAMILY THERAPY

YOUTH SPORTS AND PARENTAL EXPECTATIONS

NOVEMBER | DECEMBER 2018



About AAMFT

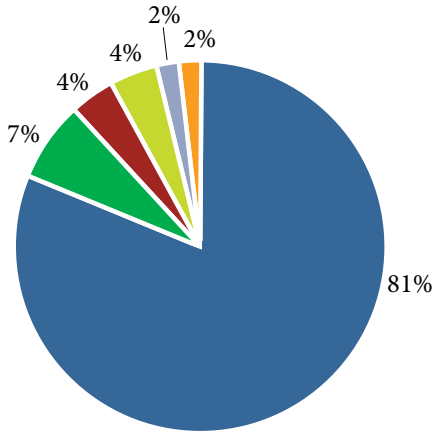
The American Association for Marriage and Family Therapy (AAMFT) is the professional association for the field of marriage and family therapy with over 26,000 members. Founded in 1942, we represent the professional interests of marriage and family therapists and other mental health professionals legally authorized to independently treat couples, and families throughout the United States, Canada, and 53 other countries.

Marriage and family therapists treat, research, and teach about a wide range of issues that affect their clients. Some of the top therapy issues we receive inquiries about are infidelity, LGBTQ youth and couples, adoption, stepfamilies, and children dealing with divorce. AAMFT leads the way to increasing understanding, research, and education in the field and ensuring the public's needs are met by trained practitioners.



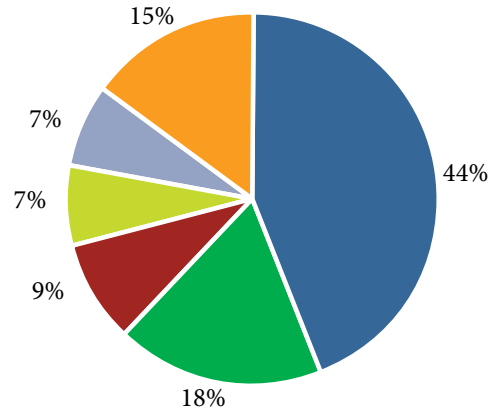
About Our Members

AAMFT Professional Identities



- Marriage and Family Therapists
- Psychologists
- Social Workers
- Professional Counselors
- Pastoral Counselors
- Other

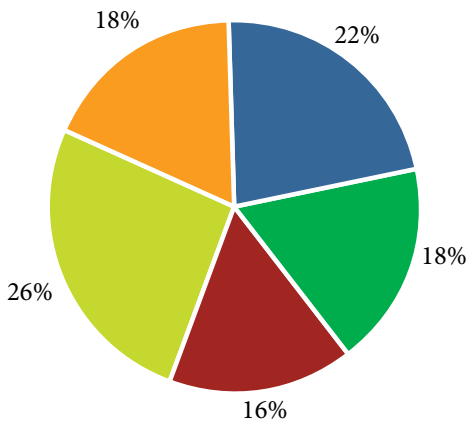
Practice Profile



- Individual Practice
- Group
- Agency
- Academic/Training
- Hospital
- Other

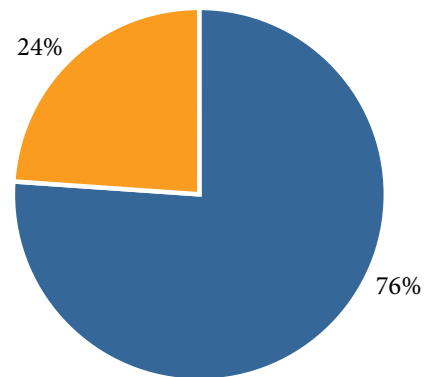
Age Demographics

Average Age: 49.9



- Under 30
- 30-29
- 40-49
- 50-59
- Over 60

Gender Demographics



- Female
- Male

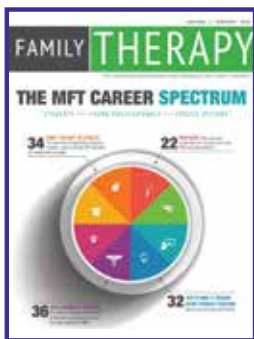
Maximize visibility with multi-channel advertising



E-Newsletter Advertising

AAMFT's Family Therap-eNews is circulated on a bi-weekly basis to over 22,000 subscribers. Open rates are above industry standard at about 43% per issue with click rates also above average at 12%.

Therap-eNews subscribers are marriage and family therapists, students, and other mental health professionals across the United States, Canada, and 53 other countries.



Family Therapy Magazine Advertising

The official flagship magazine of AAMFT has 6 issues per year which are circulated to over 25,000 AAMFT members and an electronic version is available to members on our website. Family Therapy Magazine reports developments in

the field, legislative and economic issues affecting families and therapists, and new developments within AAMFT.



AAMFT Blog

The AAMFT Blog is a resource for mental health professionals and the general public to find relevant, informative, and compelling content relating

to the field of marriage and family therapy. Updated weekly, the blog includes resources such as, ethics updates, executive director messages,

latest news within the mental health community, and MFT perspectives on clinical topics. The average number of monthly page views is 4,100 with increased potential as the blog continues to be shared and promoted on social media.

Web Advertising

AAMFT's website draws members and non-members who are searching for therapy tools, resources, and the latest information in the mental health field. Users can find detailed information on various therapy topics, search jobs and post jobs in the AAMFT job connection, and get up to date news through the AAMFT Blog. The general public can find information on mental health disorders that may be affecting them or a family member and access our therapist locator search engine when seeking a treatment provider.



E-Newsletter Order Form

Family Therap-eNews

Select the issues you wish to advertise in:

- | | | |
|----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 1/12/18 | <input type="checkbox"/> 6/8/18 | <input type="checkbox"/> 11/9/18 |
| <input type="checkbox"/> 1/26/18 | <input type="checkbox"/> 6/22/18 | <input type="checkbox"/> 11/30/18 |
| <input type="checkbox"/> 2/9/18 | <input type="checkbox"/> 7/6/18 | <input type="checkbox"/> 12/7/18 |
| <input type="checkbox"/> 2/23/18 | <input type="checkbox"/> 7/20/18 | <input type="checkbox"/> 12/14/18 |
| <input type="checkbox"/> 3/9/18 | <input type="checkbox"/> 8/10/18 | <input type="checkbox"/> 1/11/19 |
| <input type="checkbox"/> 3/23/18 | <input type="checkbox"/> 8/24/18 | <input type="checkbox"/> 1/25/19 |
| <input type="checkbox"/> 4/6/18 | <input type="checkbox"/> 9/7/18 | <input type="checkbox"/> 2/8/19 |
| <input type="checkbox"/> 4/20/18 | <input type="checkbox"/> 9/21/18 | <input type="checkbox"/> 2/22/19 |
| <input type="checkbox"/> 5/4/18 | <input type="checkbox"/> 10/5/18 | <input type="checkbox"/> 3/8/19 |
| <input type="checkbox"/> 5/18/18 | <input type="checkbox"/> 10/19/18 | <input type="checkbox"/> 3/22/19 |

Magazine rates and sizes:

Frequency Rates	1X	4X	8X	12X
195 x 195 pixels	<input type="checkbox"/> \$650	<input type="checkbox"/> \$595	<input type="checkbox"/> \$555	<input type="checkbox"/> \$500
270 x 220 pixels	<input type="checkbox"/> \$900	<input type="checkbox"/> \$825	<input type="checkbox"/> \$795	<input type="checkbox"/> \$750

Prices listed above are per issue

Ad specifications

Image not to exceed size selected above. AAMFT is not responsible for any errors due to ads that do not meet size specifications. All e-news ad files must be high resolution and submitted in JPEG, PNG, or EPS format. **Email artwork to marketing@aamft.org.**

Artwork Deadlines

All e-news ads are due the Tuesday before the issue date. If you are purchasing multiple issues and wish to change your artwork, you must submit all new artwork by the deadline listed.

Emerging Professionals Network Newsletter Ads

Want to target your marketing? Have your ad featured in our e-newsletter that targets new leaders and young professionals. The AAMFT Emerging Professionals Network is made up of over 1,100 AAMFT members who are new MFTs or currently working toward a masters in marriage and family therapy.

Frequency Rates	1X	2X	6X
270 x 200 pixels	<input type="checkbox"/> \$150	<input type="checkbox"/> \$135	<input type="checkbox"/> \$95

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

Family Therapy Magazine Order Form

Family Therapy Magazine

Please check the issues for which you wish to advertise:

Issue: May/June 2018

Artwork Deadline: April 2, 2018

Target Mail Date: May 25, 2018

Issue: July/August 2018

Theme: Opioids: How MFTs Can Join the Battle

Artwork Deadline: June 1, 2018

Target Mail Date: July 25, 2018

Issue: September/October 2018

Theme: Mindfulness & Non-Western Approaches

Artwork Deadline: August 1, 2018

Target Mail Date: September 28, 2018

Issue: November/December 2018

Theme: MFTs & Integrated Care

Artwork Deadline: October 1, 2018

Target Mail Date: November 30, 2018

Issue: January/February 2019

Theme: What's New in MFT Research

Artwork Deadline: December 3, 2018

Target Mail Date: January 25, 2019

Issue: March/April 2019

Theme: Ambassadors for Family Therapy in the "Real World"

Artwork Deadline: February 1, 2019

Target Mail Date: March 22, 2019

Issue: May/June 2019

Theme: Annual Conference Brochure

Artwork Deadline: April 1, 2019

Target Mail Date: May 24, 2019

Issue: July/August 2019

Theme: Obesity & the Role of Food in Families

Artwork Deadline: June 3, 2019

Target Mail Date: July 26, 2019

Issue: September/October 2019

Theme: Interracial & Inter-spiritual Families

Artwork Deadline: August 1, 2019

Target Mail Date: September 27, 2019

Issue: November/December 2019

Theme: Parenting in the 21st Century

Artwork Deadline: October 1, 2019

Target Mail Date: November 29, 2019

E-news rates and sizes:

Frequency Rates	1X	3X	6X
Back Cover/Inside Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,760	<input type="checkbox"/> \$2,670
Full Page	<input type="checkbox"/> \$2,320	<input type="checkbox"/> \$2,135	<input type="checkbox"/> \$1,975
1/2 Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,380	<input type="checkbox"/> \$1,275
1/3 page Vertical/Sq.	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$966	<input type="checkbox"/> \$915
1/6 page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$900	<input type="checkbox"/> \$845

Prices listed above are per issue

If you are purchasing multiple issues and wish to change your artwork, you must submit all new artwork by the deadline above. Target mail dates and issue themes are subject to change without notice.

Want to increase your reach?

Add web advertising to your magazine package for only \$300 per month! (220 x 220 ad on interior page)

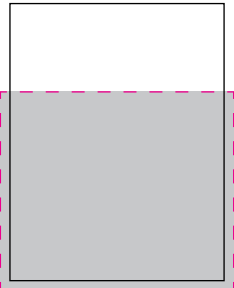
Add web 30 days

Add web 60 days

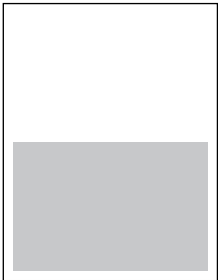
Add web 90 days

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

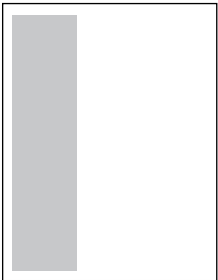
Family Therapy Magazine Ad Dimensions



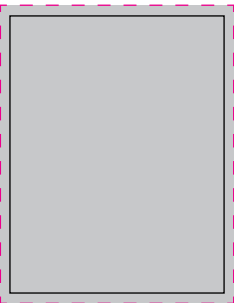
Back Cover: 8.25” x 7.5”
Bleed: .125” on left, right,
and bottom



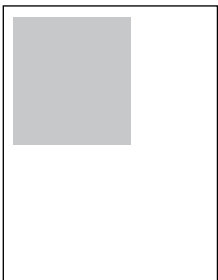
1/2 Page: 7” x 4.5”



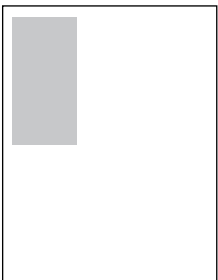
1/3 Vertical: 2.125” x 10”



Inside Cover/Full Page: 7”x10”
Bleed: 8.5” x 11.125”
Trim: 8.25” x 10.875”



1/3 Square: 4.5” x 4.875”



1/6 Page: 2.125” x 4.875”

Family Therapy Magazine Ad Specifications

Image not to exceed sizes selected above. AAMFT will not be held responsible for ads that print improperly due to font and images incorrectly embedded or incorrect sizing. All print ad files must be submitted in a high resolution (300dpi) format as either a JPEG, PNG, or EPS file. All fonts and imaged must be embedded. **Email artwork to marketing@aamft.org**

Website and Blog Advertising Order Form

Website Advertising

Please indicate the month your ad will begin_____

Website rates and sizes:

Frequency Rates	1 month	3 consecutive months	6 consecutive months
Interior Page – 220 x 220 pixels	<input type="checkbox"/> \$450	<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$2,200
Interior Page – 930 x 180 pixels	<input type="checkbox"/> \$900	<input type="checkbox"/> \$2,485	<input type="checkbox"/> \$4,805
Landing Page – 220 x 220 pixels	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$3,035	<input type="checkbox"/> \$5,610

Website Ad Specifications

Images not to exceed pixel sizes listed above. AAMFT is not responsible for any errors due to ads that do not meet size specifications. All web ad files must be high resolution and submitted in JPEG or PNG format. No Flash and please include the URL when submitting the artwork. **Email artwork to marketing@aamft.org**

All web ads start running on the first business day of each month. All ads are due one week before the run date.

AAMFT Blog Advertising

Please indicate the month your ad will begin_____

AAMFT Blog rates and sizes:

Frequency Rates	1 month	3 consecutive months	6 consecutive months
300(w) x 220 (L) pixels	<input type="checkbox"/> \$450	<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$2,200
300 (w) x 395 (L) pixels	<input type="checkbox"/> \$750	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$3,900

AAMFT Blog Ad Specifications

Images not to exceed pixel sizes listed above. AAMFT is not responsible for any errors due to ads that do not meet size specifications. All web ad files must be high resolution and submitted in JPEG or PNG format. No Flash and please include the URL when submitting the artwork. **Email artwork to marketing@aamft.org**

All blog ads start running on the first business day of each month. All ads are due one week before the run date.

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

Application and Contract

Credit Card and Authorization Page

****All orders must be pre-paid for your request to be accepted. Ad space cannot be reserved until payment is received.**

Company Name: _____

Contact Person: _____

MasterCard Visa American Express Check: _____

Name on Card: _____

Card Number: _____ Expiration Date: _____ Vcode: _____

Please charge my credit card the following amount: \$_____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

I agree to authorize AAMFT to charge my credit card the total amount selected above.

Agreement and Signature

As the representative of the company/organization named on page one of this application, I have read and agree to abide by terms and conditions stated by AAMFT.

Submitted by (please print): _____

Signature: _____ Date: _____

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

Advertising Policy

1.00 General Policies.

1.01 Reservation of Rights and Compliance with Applicable Laws. AAMFT reserves the right to reject or cancel any advertisement in any AAMFT publication for any reason at any time. AAMFT complies with all applicable laws prohibiting discrimination. AAMFT will not accept advertisements that, at AAMFT's sole discretion, appear to be libelous, slanderous, sexually explicit, or in conflict with AAMFT policies.

1.02 Academic Programs.

1.02.1 Currently Accredited Programs. Programs that are currently accredited by the Commission on Accreditation for Marriage and Family Therapy Education (COAMFTE) are permitted to advertise in AAMFT publications.

1.02.2 Non-Accredited Programs and Programs Applying for Accreditation. Non-accredited programs and programs that are currently applying for accreditation are permitted to advertise in AAMFT publications, however, AAMFT reserves the right to indicate on advertisements that a program is not COAMFTE-accredited.

2.00 Payment. Unless otherwise stated on the order form, all advertisements must be paid at least 30 days prior to the run of your advertisement. Checks, Visa, MasterCard, American Express, are all acceptable forms of payment. Payment shall be made in US currency. Payment for any additional costs incurred by AAMFT must be paid 15 days from the invoice date. AAMFT reserves the right to refuse any new order from delinquent advertisers. Rates are subject to change without notification.

3.00 Refunds on Advertisements.

4.00 Cancellations or Changes. Cancellations or changes must be submitted in writing. **Cancellations or changes to the artwork must be submitted 30 days prior to the date the art work is due.**

5.00 Indemnification. The advertiser shall indemnify and hold harmless AAMFT and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the publication of advertiser's advertisement.

6.00 Disclaimer of Endorsement. Acceptance of advertisements shall not be construed as any type of endorsement of the advertising, the advertiser, or the advertiser's organization, product, system or service, by AAMFT, COAMFTE, or the AAMFT Foundation.

7.00 Disclaimer of Liability. AAMFT is not liable for the quality of advertisements that do not meet the ad specs specified on the order form.

8.00 Applicability of Policy. This policy applies to all AAMFT publications, including electronic and print materials.