

# AAMFT 2025

## ADVERTISING PRICE SHEET

### Family Therap-eNewsletter

| Frequency Rates (per issue) | 1X    | 4X    | 8X    | 12X   |
|-----------------------------|-------|-------|-------|-------|
| 195 x 195 pixels            | \$700 | \$650 | \$580 | \$500 |

**File Format:** JPEG, PNG, or EPS

**Location:** Sent bi-weekly to 25,000+ subscribers

### Digital Family Therapy Magazine (FTM)

| Size & Placement               | 1 month | 3 months | 6 months |
|--------------------------------|---------|----------|----------|
| <b>Homepage / Landing page</b> |         |          |          |
| 300 X 250 pixels               | \$1,100 | \$3,035  | \$5,610  |
| 160 X 600 pixels               | \$1,100 | \$3,035  | \$5,610  |
| 728 X 90 pixels                | \$1,100 | \$3,035  | \$5,610  |
| 930 X 180 pixels               | \$2,200 | \$6,100  | \$11,000 |
| <b>Interior page</b>           |         |          |          |
| 300 X 250 pixels               | \$450   | \$1,245  | \$2,200  |
| 160 X 600 pixels               | \$450   | \$1,245  | \$2,200  |
| 728 X 90 pixels                | \$450   | \$1,245  | \$2,200  |
| 930 X 180 pixels               | \$900   | \$2,485  | \$4,805  |

**File Format:** JPEG or PNG



## AAMFT Website Advertising

| Size & Placement                               | 1 month | 3 months | 6 months |
|--|---------|----------|----------|
| <b>Interior Page (Located under main tabs)</b> |         |          |          |
| 220 x 220 pixels                               | \$600   | \$1,500  | \$3,000  |
| 930 x 180 pixels                               | \$1,200 | \$3,000  | \$6,000  |
| <b>Landing Page (Main tabs)</b>                |         |          |          |
| 20 x 220 pixels                                | \$1,300 | \$3,600  | \$7,100  |

**File Format:** JPEG or PNG

## Website Advertisement Specifications

Image cannot exceed pixel sizes selected above. AAMFT is not responsible for any errors due to advertisements that do not meet size expectations.

*All website advertisements start running on the first business day of each month. All advertisements are due one week before the run date.*

## AAMFT Blog Advertising

|                  | 1 month | 3 months | 6 months |
|------------------|---------|----------|----------|
| 300 x 220 pixels | \$500   | \$1,345  | \$2,300  |
| 300 x 395 pixels | \$800   | \$2,150  | \$4,000  |

**File Format:** JPEG or PNG (No Flash)

**Location:** AAMFT Blog page (Interior page on AAMFT+)

## Podcast Advertising

| Frequency Rates (per episode):                    | 1 Ad  | 2 Ads        | 3 Ads        |
|---|-------|--------------|--------------|
| <b>Length:</b> 30 seconds (read by host or staff) | \$350 | \$300 per ad | \$280 per ad |

**File Format:** Text script (pre-timed to 30 seconds)

The AAMFT Podcast is released on the same schedule as the e-Newsletter, with two episodes released per month on alternating Fridays.

## AAMFT+ Advertising Options

|   | 1 month | 3 months | 6 months |
|---|---------|----------|----------|
| <b>Video Advertising (MP4, max :30 seconds)</b> |         |          |          |
| One Video                                       | \$1,200 | \$3,300  | \$6,500  |
| Three Videos                                    | \$2,500 | \$6,000  | \$12,000 |
| Five Videos                                     | \$5,000 | \$9,000  | \$20,000 |
| <b>Banner Advertising</b>                       |         |          |          |
| Single Post (Small Banner)                      | \$500   | \$1,400  | \$2,700  |
| Single Post (Large Banner)                      | \$750   | \$2,000  | \$3,800  |
| Five Posts (Small Banners)                      | \$2,000 | \$5,600  | \$10,800 |
| Five Posts (Large Banners)                      | \$3,000 | \$8,000  | \$19,000 |

## Payment Specifications

Payments will be invoiced to the advertiser after submitting the request form detailing: publication type, size, frequency, and targeting for prospective advertisement(s). Invoices will be created by AAMFT's marketing department, sent via email, and processed via PayPal unless otherwise instructed.

***Advertisers do not need to own or create a PayPal account in order to fulfill an invoice.***

## Marketing Request Form

**Complete the request form [here](#).** Advertising files should be static images in a JPEG or PNG format, 300x250 MPU and include a single click-through URL. If you have any questions prior to form submission, please contact the marketing coordinator at [marketing@aamft.org](mailto:marketing@aamft.org).

## AAMFT Corporate Sponsorship Policy

The purpose of the AAMFT Corporate Sponsorship Policy is to define the relationship between AAMFT and corporate sponsors. This Policy is meant to describe to potential corporate sponsors AAMFT's purpose, values, and mission, and to outline the terms of AAMFT's relationship with any corporate sponsors. [Read the AAMFT Corporate Sponsorship Policy here.](#)

## Policies and Procedures

### 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.** There are no refunds for ads that have already appeared in an AAMFT publication or website.

**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 artwork 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 the 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 in the order form.

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