

# ADVERTISING & VISIBILITY OPPORTUNITIES

The North Carolina Psychological Association (NCPA) offers multiple advertising and visibility opportunities. Your time and advertising investment are important to NCPA. We understand that different media venues may work better for some vendors than others. To better meet your needs, NCPA offers a dynamic range of exposure opportunities, including digital, classified, and email advertisements.

## **NCPA MONDAY MINUTE**

Weekly e-newsletter that reaches over 850 members.

**Mini-Classifieds**    \$20 per issue for NCPA members  
                                  \$35 per issue for non-NCPA members

Short ads that will appear in the Monday Minute distributed each Monday of the week. The short format is perfect for a quick sentence and a link, making them an effective and affordable way to advertise things like starting a new therapy group, publishing a book, giving a talk or presentation, starting or expanding your practice, etc. to psychologists in your area and across the state.

**Advertorial**            \$150 per issue for NCPA members  
                                  \$200 per issue for non-NCPA members

Looking for added visibility? Write an ADVERTORIAL for the NCPA Monday Minute, which will appear in the Monday Minute distributed each Monday of the week. Advertorials put the spotlight on your practice, service, or product. Remember to include a photo, website, and contact information. (Limit 250 words)

## **WEBSITE ADVERTISING**

### **Classified Ads**

0-100 words	\$60 (30-Day Placement)	\$75 (90-Day Placement)
101-200 words	\$100	\$135
201-300 words	\$125	\$160

### **Continuing Education Workshop Listing - \$75**

Duration: 30 days / Includes title, date, CE hours, contact person, phone, email, and sponsor name. Listings will be placed on the CE Workshop webpage (within 48 business hours).