

Ad Rates

WSPA has three websites and two email blasts available for advertising to our members and supporters. See the descriptions of each on the back.

WSPA Website (wapsych.org)

WSPA News Blogsite – (wapsych-news.org)

Continuing Education (CE) E-blast – Bi-Weekly Email Newsletter

WSPA Newsblog E-Blast – Bi-Weekly Email Newsletter

Wapsych Career Center Website – Psychology Jobs & Employer Resources – Advertising for this site is handled directly from that website

Single Ads

WSPA website (wapsych.org)	250 x 100 homepage	250 x 100 Interior page	250 x 250 Interior page
1 month (5 weeks)	\$200	\$300	\$400
3 months (13 weeks)	\$540	\$810	\$1,080
6 months (26 weeks)	\$1,020	\$1,530	\$2,040
9 months (39 weeks)	\$1,440	\$2,160	\$2,880
12 months (52 weeks)	\$1,800	\$2,700	\$3,600

News blogsite (news articles and the Washington Psychologist wapsych-news.org)	300 x 100	300 x 200	300 x 300
1 month (5 weeks)	\$250	\$350	\$450
3 months (13 weeks)	\$675	\$945	\$1,215
6 months (26 weeks)	\$1,275	\$1,785	\$2,295
9 months (39 weeks)	\$1,800	\$2,520	\$3,240
12 months (52 weeks)	\$2,250	\$3,150	\$4,050

News-blast and CE-blast are sent alternating weeks	News-blast or CE-blast only (alternating weeks)	News-blast and CE-blast (weekly)
1 month (2 or 5 weeks)	\$100	\$190
3 months (6 or 13 weeks)	\$270	\$527
6 months (12 or 26 weeks)	\$510	\$995
9 months (18 or 39 weeks)	\$720	\$1,404
12 months (52 weeks)	\$900	\$1,755

WSPA Members receive an additional 5% discount

ADVERTISING COMBOS

Multiple ads on WSPA Website (WAPSYCH.ORG)

- 2 ads: home page + interior page ads
Add 15% discount to total
- 3 ads: home page + 2 interior page ads
Add 20% discount to total

TWO WEBSITES:

- 2 ad combo: WSPA website (home page or interior page) + news blogsite.
Add 15% discount to total
- 3 ad combo: WSPA website (home page & interior page) + news blogsite.
Add 20% discount to total

WEBSITE + EMAIL BLAST:

- 1 ad on either the WSPA website or news blogsite + 1 or both email blasts.
Add 20% discount to total
- 2 ad combo: WSPA website (home page or interior page) + news blogsite + 1 or both email blasts.
Add 20% discount to total
- 3 ad combo: WSPA website (home page & interior page) + news blogsite + 1 or both email blasts.
Add 25% discount to total

WSPA Members receive an additional 5% discount

Deadlines

Websites: Space reservations accepted at any time. Your ad will be added within 2 working days of receipt of payment.

Newsletters: Newsblog E-Blasts and CE E-Blasts are sent alternating weeks. RSVP, digital ad file and payment are due on Wednesday the week prior to an email blast.



Washington State
Psychological Association

For more Info contact us at: 206-547-4220 wspa@wapsych.org | www.wapsych.org Washington State Psychological Association, 9 S. Washington, Suite 201, Spokane, WA. 99201



WSPA Website (wapsych.org) - The WSPA homepage and interior pages are available for advertising. The home page is first stop for all Washington Psychologist-related searches. First page result on google searches for “psychologists in Washington.” User behavior, page views, clicks, and demographic information are available to advertisers via Google Analytics.

News Blogsite – (wapsych-news.org)

All content featured in the bi-weekly news E-Blast and the semi-annual “Washington Psychologist” is hosted on wapsych-news.org. User behavior, page views, re-targeting, click-through rate, and demographic information is available to advertisers via Google Analytics.

Continuing Education (CE) E-blast – Bi-Weekly Email Newsletter

WSPA sends one alternating weekly email to our active email lists of Psychologists across Washington, North Oregon, and North Idaho. This email contains information about upcoming continuing education classes, seminars, and webinars. The open rate and click-through percentage exceeds similar professional organizations, and data reporting is available through Constant Contact.

WSPA Newsblog E-Blast – Bi-Weekly Email Newsletter

WSPA sends one alternating weekly email to our active email lists of Psychologists across Washington, North Oregon, and North Idaho. This email contains news and updates for mental health professionals from both local and national sources. The open rate and click-through percentage exceeds similar professional organizations, and data reporting is available through Constant Contact.

Wapsych Career Center Website – Psychology Jobs & Employer Resources

(<http://psy.wa.associationcareernetwork.com/Common/HomePage.aspx>)

Accessible via the WSPA homepage, the WaPsych Career Center is the go-to resource for mental health professionals seeking employment or seeking to hire. **NOTE: Advertising for this website is handled separately through the Career Center website.**