

TEXAS COUNSELING ASSOCIATION NEWSLINE

REACH

7,100

TEXAS COUNSELORS

MEDIA KIT

EACH WEEK



A

Liberty Mutual
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B

Childhood depression, anxiety tied to pain in adulthood
 HealthDay News via U.S. News & World Report
 Children who experience abuse or other adversities and develop mental health disorders are at increased risk for chronic physical problems when they're adults, according to a new study. [MORE](#)

C

D

Product Showcase
College Common Sense
 Going to College and Paying for It offers everything you need to know to navigate this process efficiently and effectively. Save yourself time and money by concentrating your time where it will benefit you the most.

Personal Counseling Books
 Written to assist the ever growing number of individuals who have experienced a traumatic event. One only has to watch the news to see the rampant increase of trauma. This guide is to assist individuals working through the painful feelings & memories of the trauma.

Websites for Therapists. Made Simple.
 We know what it takes to make successful therapist websites and how to have an online presence that is a profitable investment for your practice. We provide therapist websites that bundle all the necessary services into one all-inclusive, cost-effective package.

B1

It's Time for Texas A&M
 Texas A&M consistently ranks among the country's top universities, with a number of our individual programs recognized as Top 10 in the nation.

F

Featured Companies
JAKS Academic Resources, LLC
 JAKS Academic Resources, LLC began when the founders, Jennifer Katherine, and Stephanie Holling recognized a need for quality staff development and consultation services in a "one-stop-shop". [MORE](#)

Self Esteem Shop
 Self Esteem Shop is an independent bookstore that caters to mental health professionals and those they serve. [MORE](#)

E

Antipsychotic drug does not help veterans with PTSD
 WebMD
 Risperidol, an antipsychotic medication commonly prescribed to veterans with posttraumatic stress disorder (PTSD) when antidepressants have failed to help, does not alleviate the symptoms of PTSD, according to a new study in the Journal of the American Medical Association. [MORE](#)

F

TCA Newsline
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Recent issues
 July 28, 2011

Kella Mack, Content Editor, 469.420.2637
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MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
 This premier position provides your company with top exposure and quality traffic.
- B/1 TOP/BOTTOM SKYSCRAPER**
 A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
 Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
 Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E FEATURED COMPANY**
 Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**
 Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 7,100 Texas counselors (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$2000/\$1800

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
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 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company
\$1000

Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE TEXAS COUNSELING ASSOCIATION NEWSLINE,
POWERED BY MULTIBRIEFS, PROVIDES WEEKLY
NEWS AND INFORMATION TO NOT-FOR-PROFIT
TEXAS COUNSELING PROFESSIONALS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of 7,100 Texas counselors

TEXAS COUNSELING ASSOCIATION NEWSLINE
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN TEXAS COUNSELING ASSOCIATION NEWSLINE:



CREDIBLE SOURCE

For over 64 years, our members have turned to the association as the informational authority of the industry. Advertising in Texas Counseling Association Newsline solidifies your place among weekly information provided to TCA members.



TARGETED DISTRIBUTION

Advertising in Texas Counseling Association Newsline allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Texas Counseling Association Newsline have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Global Polymer Innovations ensures your ad will be seen weekly by our 7,100 subscribers



AFFORDABLE

Advertising in Texas Counseling Association Newsline is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Texas Counseling Association Newsline has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Texas Counseling Association Newsline.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.