

RECOVERY UPDATE

REACH

7,700

PSYCHIATRIC REHABILITATION AND RECOVERY PROFESSIONALS

EVERY WEEK

MEDIA KIT

USPRA
US Psychiatric Rehabilitation Association

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 SKYSCRAPER/HALF 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 CALLOUT TEXT AD

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.

180 message contains images. If you don't see images, click here to view.

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USPRA x Recovery Update

When your family doctor is also your psychiatrist
NPR Insurance coverage for mental health and treatment of substance abuse is getting big boost this year. Implementation of a law that mandates equal coverage of physical and mental health treatment is picking up steam. Come 2014, the health overhaul law will require that insurance exchanges also guarantee coverage. Still, the laws don't address one important fact: many people get their mental health treatment from their primary care doctor, bypassing the traditional mental health system altogether. And that may mean they don't always get the best treatment, advocates say. [MORE](#)

FOOTHOLD TECHNOLOGY
FOOTHOLD TECHNOLOGY
 Foothold Technology provides agencies and service providers with software that tracks both mission-critical & administrative data.

Advocates
Advocates 44 You believe that with the right blend of support and address, it's possible to see the full and lasting effects of your work.

Mental illness stigma lingers even though people understand it's a brain disease
Los Angeles Times Public perception of mental illness and addiction has changed significantly — and for the good — in the last 15 years. That doesn't mean, however, that people feel comfortable working or living near or being friends with someone with mental illness, according to a major new survey. The study compared people's responses to vignettes involving mental illness and addiction to gauge public understanding of the illness and feelings toward those who are ill or addicted. The survey finds the public has embraced that concept, but only to a point. [MORE](#)

10 percent of children have serious mental health condition, but only one-third receive treatment
The Medical News One in ten children has a mental health condition that causes significant impairment and more than half of all lifetime cases begin by age 14, the National Alliance on Mental Illness (NAMI) reported, but only one-third get the help they need. As part of an Election 2010 series, NAMI released state by state estimates of the number of children and adolescents ages 10-17. The report also said that, on average, eight to 10 years pass from when symptoms of mental illness begin to when they get treatment. [MORE](#)

MA GELLAN
MA GELLAN A leading, diversified specialty health care management organization.

Client tracking software
Client tracking software Providing agencies and service providers with software that tracks both mission-critical and administrative data. [More info](#)

Capitol Hill update: Advocates press for action on Medicaid
The Hill Advocates attending the 2010 Mental Health America annual conference heard words of encouragement for their work and delivered key messages to lawmakers on pressing issues. Attendees visited their congressional offices, urging action on critical issues and initiatives. These include extending an enhanced rate of federal funding for Medicaid through June 30, 2011; supporting increases in funding levels for mental health services, supports and research; extending health information technology assistance eligibility to mental health and addiction treatment professionals and facilities; and supporting legislation to prevent and reduce the use of physical restraint and seclusion in schools. [MORE](#)

Fall River secures \$1.4 million grant for mental health screenings
The Herald News Stress creeps up on you, especially in times as difficult as these. So a cadre of mental health professionals will head out to malls, job fairs and picnics, offering people a quick check-up on their mental health. Nancy Pfull, the CEO of Stanley Street Treatment and Resources, Inc., joined Mayor William Flanagan and Rep. Barney Frank to announce a four-year grant to conduct mental health screenings where people tend to gather. [MORE](#)

Abraham Low Self-Help System
The Herald News The mission of Abraham Low Self-Help Systems is to use the cognitive-behavioral, peer-to-peer, self-help training system developed by Abraham Low, MD to help individuals gain skills to lead more peaceful and productive lives. [MORE](#)

Residents pass mental health levy
The Review Columbiana County, Ohio, voters agreed to continue funding mental health and recovery services for another 10 years by renewing a \$1.3 million tax levy. The measure won renewal with 58.8 percent according to Columbiana County Board of Elections. Passage of the renewal levy means no tax increase for property owners. About \$300 million per year receives services funded by the levy. Those services include a 24-hour a day crisis hotline, care for people of all ages who can't afford mental health and recovery services, community-based care for people with serious mental illness in a supervised and supported environment and treatment for adults and children. [MORE](#)

Mental health parity act may affect your medical benefits
The Los Angeles Times The Mental Health Parity and Addiction Equity Act of 2008, by some estimates, could affect the health coverage of approximately 113 million Americans. Exactly how it will affect them, though, will vary widely. The purpose of the law, which went into effect in July, is to create equal coverage between medical/surgical services and mental health care services. The legislation requires group insurance plans to offer the same deductibles, copayments, frequency of treatments and days of outpatient services. The act does not mandate mental health coverage, just equalify it if it is offered by an employer. [MORE](#)

PRODUCT SHOWCASES

Behavior Imaging Solutions
Behavior Imaging Solutions Behavior Imaging Solutions, formerly Caring Technologies Inc., develops solutions to facilitate the observational, analytical and collaborative needs of Behavioral Healthcare and Social Equation professionals. Behavior Imaging Solutions enable collaboration and consultation between patients and professionals through video capture and a secure health record application that allows users to store, share, and annotate video files. [More info](#)

The Community Health Facilities Fund
The Community Health Facilities Fund (CHF) assists non-profit, community-based behavioral care providers in accessing capital through low-cost, fixed-rate loans. CHF is a 501(c)(3) organization. The mission of the organization is to assist non-profit, behavioral and healthcare organizations obtain access to capital either through the funding of loans directly to organizations or by providing financial advice and assistance which enables organizations to access capital from outside sources. [More info](#)

Credible Behavioral Healthcare Software
Credible Behavioral Healthcare Software Enterprise Software provides secure, proven, easy-to-use software for clinic, community, residential, and mobile care providers across the United States. Credible's commitment to innovation, ease of use and the organization's commitment to our software. Fully integrated and seamless, Credible provides clinical, scheduling, billing, form management, advanced search, medication reminders, medication reporting and management modules. [More info](#)

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 7,700 psychiatric rehabilitation and recovery professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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



Callout Text Ad
\$2500

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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

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RECOVERY UPDATE, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
PSYCHIATRIC REHABILITATION AND RECOVERY
PROFESSIONALS NATIONWIDE.

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. Delivered to the inboxes of practitioners, educators and researchers, Recovery Update keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

RECOVERY UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN RECOVERY UPDATE:



CREDIBLE SOURCE

For over 35 years, our members have turned to the association as the informational authority of the industry. Advertising in Recovery Update solidifies your place among weekly information provided to USPRA members.



TARGETED DISTRIBUTION

Advertising in Recovery Update 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 Recovery Update 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, Recovery Update ensures your ad will be seen every week by our 7,700 subscribers.



AFFORDABLE

Advertising in Recovery Update 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 Recovery Update 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 Recovery Update.



TRACK CAMPAIGN EFFECTIVENESS

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