

**C**OUNSELOR is the oldest and most respected publication serving the addiction and mental health fields - no other magazine covers addiction prevention and treatment as thoroughly, accurately, and influentially as COUNSELOR. Addiction, behavioral healthcare and mental health professionals depend on COUNSELOR for unbiased, peer-reviewed, cutting-edge articles covering research, news and opinion in ways instantly useful in daily work, in research projects, and as a reference for years to come.

Bimonthly, COUNSELOR delivers your message with precision to key decision-makers in residential, inpatient, outpatient and extended care programs in both hospital-based and free-standing settings, including:

- Counselors
- Therapists
- Clinical supervisors and managers
- Social workers
- Psychologists
- Program directors
- Prevention specialists
- Educators
- Nurses
- Physicians and psychiatrists
- Hospital and treatment center staff
- Juvenile and criminal justice personnel
- Mental health and behavioral healthcare professionals

Not bound by any association or interest group, COUNSELOR excels as the only independent publication serving the field. COUNSELOR is part of the curriculum for a number of this country's major colleges and universities. COUNSELOR is the only publication in the addiction field that is based on paid subscriptions with a readership of 19,000.

Our editorial quality is unmatched by any other magazine. Addiction, behavioral healthcare and mental health professionals depend on COUNSELOR to help sharpen their clinical skills and fine-tune their critical thinking, both vital to a successful practice.

Visit us on the Web at [www.counselormagazine.com](http://www.counselormagazine.com) for specifications, deadlines and contact information.

## CIRCULATION

**Audience:** Addiction professionals, mental health counselors, therapists, psychologists, educators, nurses, social workers, prevention specialists, juvenile and criminal justice personnel, government, hospital and treatment center staff, physicians, administrators and others concerned about the prevention and treatment of addiction.

Circulation- 19,000.

**Distribution:** 30% West; 30% Central; 23% Northeast; 13% Southeast; 4% International

# COUNSELOR

### For further information contact:

Director Professional Publishing  
**Stephanie L. Muller**  
3201 SW 15th Street  
Deerfield Beach, FL 33442  
Tel: 800-851-9100 x 258  
Tel: 954-360-0909 x 258  
Fax: 954-570-8506  
E-mail: [ads@counselormagazine.com](mailto:ads@counselormagazine.com)  
Web site: [www.counselormagazine.com](http://www.counselormagazine.com)

Director of Advertising Sales  
**Robert M. Solomon**  
347 5th Ave, Suite 1101  
New York, NY 10016  
Tel: 212-683-7905  
Fax: 212-447-6628  
E-mail: [rsolomon@verizon.net](mailto:rsolomon@verizon.net)

IMPACT  
INFLUENCE  
WE DELIVER  
BE A PART  
OF IT

**COUNSELOR**<sup>®</sup>  
*The Magazine for Addiction Professionals*

A Health Communications, Inc.  
Publication

Effective January 2010

## MAILING INSTRUCTIONS

### Send contracts, insertion orders, inserts and materials to:

Stephanie L. Muller  
Director Professional Publishing  
Counselor  
3201 SW 15th Street  
Deerfield Beach, FL 33442  
Tel: 800-851-9100 x 258  
Fax: 954-570-8506  
E-mail: ads@counselormagazine.com

### Send contracts and insertion orders to:

Robert M. Solomon  
Director of Advertising Sales  
Counselor  
347 5th Ave, Suite 1101  
New York, NY 10016  
Tel: 212-683-7905  
Fax: 212-447-6628  
E-mail: rsolomon@verizon.net

## AGENCY COMMISSION & GENERAL REGULATIONS

- Agency Commission:** 15% on gross billing to recognized agencies. Net 30 days.
- Payment:** All first-time advertisers must pre-pay their first insertion. Checks should be made payable to Health Communications, Inc. c/o Counselor Magazine and include a notation of ad size and publication date. Advertisers and advertiser's agent are responsible for payment within 30 days of proof of publication.
- Frequency Discounts:** Frequency discounts are earned by running in 3, 6, or 12 issues during a contract period.
- Short Rated:** Advertisers will be short-rated if they fail to meet the frequency requirements during the contracted period.

## ISSUES AND CLOSING DATES

Published 6 times a year. Mailed on the 15th of the month preceding issue date.

### Closing Dates:

Issue	Space Reservation	Materials Due	Mail Date
February	November 16 <sup>th</sup>	November 30 <sup>th</sup>	January 15 <sup>th</sup>
April	January 25 <sup>th</sup>	February 3 <sup>rd</sup>	March 17 <sup>th</sup>
June	March 23 <sup>rd</sup>	April 5 <sup>th</sup>	May 15 <sup>th</sup>
August	May 24 <sup>th</sup>	June 7 <sup>th</sup>	July 16 <sup>th</sup>
October	July 23 <sup>rd</sup>	August 2 <sup>nd</sup>	September 14 <sup>th</sup>
December	September 27 <sup>th</sup>	October 8 <sup>th</sup>	November 15 <sup>th</sup>

Bonus Distribution at national and regional conferences.

**Cancellation Policy:** Cancellations and/or changes must be in writing and acknowledged in writing by closing date. No cancellations or changes accepted after space reservations closing date. Written insertion order and/or purchase order is required. Orders for covers and inserts cannot be canceled.

**Deadline Extensions:** Call Stephanie L. Muller at 800-851-9100 x 258.

### Online Advertising Rates\*

Ad Type	1x rate	3x rate	6x rate	12x rate
120x240	\$250	\$230	\$210	\$195
468x60	\$400	\$380	\$360	\$345
120x600	\$700	\$680	\$660	\$645
Video Ad*	\$800	\$780	\$760	\$745
Interactive/Poll Ad	\$500	\$480	\$460	\$445
Custom E-Blast	\$500	\$480	\$460	\$445
Referral Directory	\$75	\$60	\$48	\$39

All ads should be in RGB format, 72 dpi, JPG, GIF or PNG. \*Size restrictions may apply. Please contact us for more information.

## ADVERTISING RATES

SPACE	1 Time	3 Times	6 Times	12 Times
<b>Black &amp; White</b>				
Full Page	\$2,514	\$2,400	\$2,327	\$2,140
2/3 page	\$2,013	\$1,936	\$1,859	\$1,711
1/2 page V	\$1,722	\$1,656	\$1,590	\$1,463
1/2 page H	\$1,584	\$1,524	\$1,463	\$1,348
1/3 page	\$1,078	\$1,040	\$1,001	\$ 913
1/4 page H	\$ 875	\$ 842	\$ 809	\$ 743

### Black & One Color (Black & Yellow, Cyan or Magenta.)

Full Page	\$3,207	\$3,086	\$2,965	\$2,695
2/3 page	\$2,706	\$2,607	\$2,503	\$2,299
1/2 page V	\$2,420	\$2,332	\$2,239	\$2,057
1/2 page H	\$2,277	\$2,189	\$2,107	\$1,936
1/3 page	\$1,771	\$1,705	\$1,639	\$1,507
1/4 page	\$1,568	\$1,507	\$1,452	\$1,331

Ads using 3 or more process colors will be charged at 4-color rate.

### Four Color Process

Full Page	\$3,905	\$3,762	\$3,614	\$3,322
2/3 page	\$3,405	\$3,278	\$3,146	\$2,893
1/2 page V	\$3,113	\$2,998	\$2,882	\$2,646
1/2 page H	\$2,970	\$2,860	\$2,805	\$2,525
1/3 page	\$2,464	\$2,371	\$2,277	\$2,096
1/4 page	\$2,266	\$2,184	\$2,096	\$1,925

### Covers\*

Non Cancelable	1 Time	3 Times	6 Times	12 Times
<b>Black &amp; White</b>				
Cover 2	\$3,135	\$3,020	\$2,899	\$2,662
Cover 3	\$2,882	\$2,772	\$2,668	\$2,453
Cover 4	\$3,388	\$3,262	\$3,135	\$2,882

\*Publisher reserves the right to preempt B&W priority positioned ads for color.

### Black & One Color

Cover 2	\$3,834	\$3,685	\$3,542	\$3,256
Cover 3	\$3,581	\$3,443	\$3,311	\$3,047
Cover 4	\$4,087	\$3,933	\$3,779	\$3,476

### Four Color Process

Cover 2	\$4,532	\$4,362	\$4,191	\$3,850
Cover 3	\$4,279	\$4,120	\$3,850	\$3,641
Cover 4	\$4,785	\$4,609	\$4,428	\$4,070

**SPECIAL POSITION:** Space Charge + 15% additional

### Referral Directory Listing:

Listing	\$200	\$180	\$170	\$160
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\*Color \$100 additional  
Full-page and half-page advertisers receive a free listing for each issue in which their ad appears.

### Inserts: (to be pre-printed by advertiser)

2 pages	\$165/m	8 pages	\$473/m
4 pages	\$275/m	12+ pages	\$572/m

Each insert, regardless of size, counts as one insertion.

**Classified Ads** \$150 for the first 100 words then \$1.00 for each additional word.

**Hyperlink:** All advertising contracts will include a hyperlink to your site from the Counselor website, www.counselormagazine.com

## MECHANICAL REQUIREMENTS

### DIMENSIONS

Size	width	x	height
Trim Size	8 3/8	x	10 7/8
Full Page (bleed)	8 5/8	x	11 1/8
Spread (bleed)	17 1/4	x	11 1/8
Full Page (non-bleed)	7 1/4	x	9 7/8
2/3 vertical	4 3/4	x	9 7/8
1/2 vertical	4 3/4	x	7 1/4
1/2 horizontal	7 1/4	x	4 3/4
1/3 vertical	2 1/4	x	9 7/8
1/3 square	4 3/4	x	4 3/4
1/4 horizontal	4 3/4	x	3 3/8

Keep live matter 3/8" from final trim, no additional charge for bleed.

**Printing:** Perfect bound

**Preferred Materials:** Prefer Adobe PDF files delivered electronically. E-mail delivery acceptable for B&W ads. Printer is not responsible for errors in output due to incorrect file preparation or incorrect file compression. Client will incur extra charges if necessary to ready files for printing. To avoid delays or problems in preparing ads for print, please include a copy of the insertion order with any ads sent via FedEx or other delivery method. Please do not send ad materials in the regular mail!

### Questions and delivery of materials:

Stephanie Muller at 800-851-9100 x 258 • Fax: 954-570-8506  
E-mail: ads@counselormagazine.com

**Software &** QuarkXPress, PageMaker, Illustrator, PhotoShop, Freehand. use latest versions whenever possible.

**File Formats:** PDF, EPS, TIFF, JPEG (vector formats are preferable)

**Fonts:** Postscripts (screen/printer) and TrueType must be supplied. Any supplied PC font will be matched with comparable MAC font.

**Proofs:** A color proof to be used as a control copy on press is required for all color ads.

**Color** SWOP standards. Color builds must be saved in CMYK

**Calibration:** format. Do not use Pantone or RGB. Please supply color proof for all color ads.

**Resolution:** All images (grayscale and color scans) 300 dpi 133-line printing at 100%. Scanned B&W line art minimum resolution of 900 dpi, 1200 dpi preferred. 4-color 150-line screen.

**Inserts:** Pre-production folded dummy must be provided by space-closing date to Printer. Indicate on the folded dummy which side faces out in the magazine. All boxes must be labeled Counselor Magazine with the issue date.

Inserts and business reply cards jog to the head (top). Allow 1/8 inch head trim. Perforations must be a minimum of 3/8 inch away from fold. Keep live matter at least 1/2 inch from final trim. Minimum height & weight: 4 3/4 inches, including head trim, 60# or 80# cover stock. Maximum height & weight: 11 1/8 inches, including head and foot trim, 80# text. Business Reply: 7-point or 65# cover stock. Must meet USPS regulations. Printer will reject inserts that do not meet requirements.