

CLASSIFIED AD SPECIFICATIONS

SIZE	PRICE
Up to 100 words	\$100; \$1 per additional word; 90 days

Online Job Bank classified ads will be posted to the classifieds page of the LPMA website only.

All classified ads will be positioned according to the order in which LPMA received them.

E-NEWS DISPLAY AD SPECIFICATIONS

1 ISSUE	2 ISSUES	2 ISSUES + 90-DAY WEB POST	4 ISSUES
\$700	\$1200	\$1600	\$2200

E-news display ad dimensions: 160 pixels wide x 325 pixels tall.

Display advertisements will be positioned in the e-newsletter in the order in which LPMA receives them. We are not limited to the number of display ads we include in the e-newsletter.

HOMEPAGE DISPLAY AD SPECIFICATIONS

1 QUARTER	2 QUARTERS	3 QUARTERS	4 QUARTERS
\$350	\$650	\$900	\$1100

Online display advertisements will be positioned in leaderboard dimensions (728 pixels wide x 90 pixels tall) at the bottom of the LPMA homepage only.

If you purchase an online display advertisement for individual fiscal quarters, LPMA will remove your advertisement on the last day of the last paid quarter.

ADVERTISING POLICY

Advertising accepted will be subjected to the following guidelines:

- All advertisements submitted for publication in the e-newsletter of the LPMA, as well as website advertisements, must adhere to the American Psychiatric Association's guidelines on advertising.
- Advertising which simulates reading matter will be plainly marked "advertisement" in a type line above or below the insertion.
- Cancellations will not be accepted after the closing date. Pre-payment for display advertisements must be submitted with completed advertising contract. (Classified advertisements will be billed upon publication). Any outstanding payments must be brought up-to-date before any new advertising will be inserted.
- LPMA is only responsible for providing advertising space, and is not liable for the content of advertisements.
- LPMA reserves the right to determine the placement of all advertisements.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue unless we have not received new copy by the issue deadline.
- LPMA reserves the right to refuse any material submitted for publication that the editor deems unsuitable or not in keeping with the tone of the publication.
- LPMA reserves the right to limit the number of advertisements included in an issue.

• Payment for ads rejected due to content or space limitations will be returned to the advertisers.

Proof of publication will be sent to the advertiser or agency.

Questions? Contact lpmastaff@lpma.net

Billing Information

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature of Person Authorizing Ad: _____

**Submission of copy constitutes acceptance of the advertising policies of LPMA. Proof of publication will be provided. When signed, this is a legally binding contract with cancellation at the discretion of LPMA.*

CHECK SELECTION(S)

☐ ONLINE JOB POSTING AD

☐ E-NEWS AD: ☐ 1 Issue ☐ 2 Issues ☐ 3 Issues + 90 day web post ☐ 4 Issues

Q1 deadline: March 1 Q2 deadline: June 1 Q3 deadline: Sept 1 Q4 deadline: Dec 1

☐ HOMEPAGE AD: ☐ 1 QTR ☐ 2 QTRS ☐ 3 QTRS ☐ 4 QTRS

Payment Method

☐ Check (payable to LPMA) Check Number: _____ Total Amount Enclosed: \$ _____

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card Number: _____ Exp. Date: _____ Security Code: _____

Name on Card: _____

Billing Address of the Card: _____

Total Amount Enclosed: \$ _____ Date: _____

Mail to:

LPMA

574E Ritchie Highway, #271

Severna Park, MD 21146

Copy of form should be emailed to:

lpmastaff@lpma.net

- Payment should accompany all ads.
- Submit hard copy sample with contract. Email files to lpmastaff@lpma.net
- Digital file requirements: PC, Adobe Indesign, Illustrator, or Photoshop.
- Acceptable file formats are .JPEG, .PNG, or .EPS only. Please be sure ads are set at the correct size and color and that any files submitted are high resolution (300 DPI or higher) and set at 100% size.
- Camera ready artwork can be submitted. Submit flat, not folded. Do not fax. Color ads are accepted.