



AMERICAN SOCIETY OF GROUP PSYCHOTHERAPY AND PSYCHODRAMA

Promoting the theory and practice of psychodrama, sociometry and group psychotherapy



2017-18 Advertising & Marketing Opportunities



American Society of Group Psychotherapy and Psychodrama

The American Society of Group Psychotherapy and Psychodrama was founded in April, 1942 by Dr. J. L. Moreno. In 1947, Dr. Moreno started the journal, *Group Psychotherapy*, which later became *The Journal of Psychodrama, Sociometry and Group Psychotherapy*, the first journal devoted to group psychotherapy in all its forms. ASGPP was the pioneer membership organization in group psychotherapy and continues to be a source of inspiration for ongoing developments in group psychotherapy, psychodrama and sociometry.

The purposes of the Society include fostering the national and international cooperation of those concerned with the theory and practice of psychodrama, sociometry, and group psychotherapy and promoting the spread and fruitful applications of the theories and methods of psychodrama, sociometry, and group psychotherapy in professional disciplines concerned with the well-being of individuals, groups, families and organizations.

Summary of Advertising & Marketing Opportunities

Psychodrama Network News (PNN)

The PNN is published three times a year. It is emailed to our members as well as being posted on our website.

Annual Conference On-Line Brochure

The Conference On-line Brochure is posted on our website in November and updated regularly until our Spring Conference.

Annual Conference On-Site Guide

The Conference Guide lists all workshops and events for the 4-day conference and their locations, plus other valuable information.

Annual Conference On-Site Registration Packet Insert

A limited number of advertising inserts are available in the Conference Registration Packets.

Annual Conference Exhibitors

Our Exhibitor packages give you maximum opportunity to network with attendees, conference leadership and potential customers.

ASGPP Sponsorship

Sponsorships offer high visibility before, during and after the Annual Conference with a variety of packages to choose from.

Note the substantial advertising discounts offered ASGPP Members. To become a member, go to www.asgpp.org/asgpp-application.php



Psychodrama Network News (PNN)

The Psychodrama Network News (PNN) is a newsletter that provides news relevant to the ASGPP and members of the society. The focus of the newsletter is networking and linkages within the society as well as between the ASGPP membership and other groups, organizations and communities.

Features include: member news, regular updates on the work being done by the Executive Council on behalf of the membership, articles by featured guest columnists, and information about networking opportunities.

The PNN is published three times a year; Winter, Spring/Summer and Fall. It is emailed to our membership and posted on our website. Previous issues remain on the site indefinitely.

Winter PNN — publication February 28

This issue is an excellent time to reach your target audience and announce your Spring/Summer Workshops, Annual Schedule and/or Services.

Spring/Summer PNN — publication July 1

This issue highlights the ASGPP Conference: all of its events and excitement. It's an issue that all members look forward to — *which means it's an excellent time to advertise your Fall Programs.*

Fall PNN — publication November 1

The Fall issue is an ideal time to reach your target audience and announce your Winter Workshops, Upcoming Schedule and/or Services.

RATE FOR DISPLAY ADS:

AD SIZES:

1/8 page: \$125 (members \$95)	3 5/8" W x 2 1/4" H
1/6 page: \$200 (members \$150)	2 1/4" W x 4 1/2" H OR 5" W x 2 1/4" H
1/4 page: \$250 (members \$175)	3 5/8" W x 4 1/2" H OR 7 1/2" W x 2 1/4" H
1/3 page: \$325 (members \$250)	5" W x 4 1/2" H OR 7 1/2" W x 3" H
1/2 page: \$450 (members \$375)	3 5/8" W x 9" H OR 7 1/2" W x 4 1/2" H
Full page: \$750 (members \$600)	7 1/2" W x 9" H

- **Since the PNN is digital, there's no surcharge for color.**
- Ads must conform to one of the ad sizes listed above.
- Rates are for "camera-ready" copy.
- There is an additional \$50 fee for design services.
- There is no additional fee for copy-only designs or copy revisions to prior ads.

NOTE: 25% discount if you place an AD in all three issues within one year!

PUBLICATION DEADLINES:

Winter:	Space — January 16	Payment — Jan 23	Ad Material — Jan 30
Spring/Summer:	Space — May 26	Payment — June 2	Ad Material — June 9
Fall:	Space — September 2	Payment — Sept 16	Ad Material — Sept 26



ASGPP Annual Conference

Reach out to a new and diverse audience by advertising in the Conference On-line Brochure and the Conference Guide handed out at the conference. We are offering a special discount if you advertise in both. Trainers also have the opportunity to promote their training programs in the special Training Directory section.

On-line Brochure Display Advertising

By taking advantage of on-line brochure advertising, your ad will not only be in the on-line brochure, it will be published in a special website section highlighting "Advertisers". Additionally, your name and website/email will be listed in our mailed Conference Flyer, which is sent to thousands.

SPECIAL BONUS! FOR ONLY \$25 more, your name and website or email will be listed in our Awards Program.

RATE FOR DISPLAY ADS:

AD SIZES:

1/4 Page:	\$ 200 (Members \$ 150)	3 1/2" W x 4 3/4" H
1/2 Page:	\$ 425 (Members \$ 325)	3 1/2" W x 10" H - vertical OR , 7 1/2" W x 5" H - horizontal
Full Page:	\$ 700 (Members \$ 550)	7 1/2" W x 10" H

Ads must conform to one of the ad sizes listed above.

On-line Brochure display ads may be 4 color at no additional cost.

Rates are for "camera-ready" copy.

There is an additional \$50 fee for design services, or converting existing ads to 4 color.

There is no additional fee for text-only designs for Display Ads or copy revisions to previous ads.

Go to the chart below for AMAZING BUNDLE SAVINGS!

Training Directory Advertising

Trainers and Institutes, take advantage of this great advertising opportunity to promote your training programs in our Training Directory. The Directory with your listing will be (1) posted on our website as part of the 2018 Conference material, (2) in the On-line Brochure and (3) separately under Education where it will remain on the website for **ONE FULL YEAR**. *Additionally*, (4) the Training Directory will be included in the 2018 Conference Guide — in the hands of each and every conference attendee!

Cost: \$200 (\$150 ASGPP Members)

Text Only: Institute Name, Contact Name, Address, Phone, Fax, Email and Website.

DEADLINE for Space Reservation: September 8

DEADLINE for Payment: September 18

DEADLINE for Ad Material: September 25

Annual Conference Bundle Savings

On-line Brochure Display Ad		Training Directory Listing	BUNDLE DEAL! (20% off On-line Brochure Ad) On-line Brochure Display Ad PLUS Training Directory Listing		BEST DEAL! Bundle rate On-line Brochure Display Ad PLUS Training Directory PLUS Discounted On-site Conference Guide Ad
Size	Member rate	Member rate	Member rate		Member rate
1/4 page 3 1/2" W x 4 3/4" H	\$150	Text only listing – ALL LISTINGS ARE THE SAME SIZE – includes Institute name, contact name, address, phone, fax, email and website	20% Discounted 1/4 page on-line Brochure ad is \$120	Training Directory Listing is \$150	Bundle Savings Deal = \$270 PLUS 1/4 page On-site Conference Guide listing for \$30 Total = \$300
1/2 page 3 1/2" W x 10" H (vertical) or 7 1/2" W x 5" H (horizontal)	\$325		20% Discounted 1/2 page on-line Brochure ad is \$260	Training Directory Listing is \$150	Bundle Savings Deal = \$410 PLUS 1/2 page On-site Conference Guide listing for \$65 Total = \$475
Full page 7 1/2" W x 9" H	\$550		20% Discounted full page on-line Brochure ad is \$440	Training Directory ad is \$150	Bundle Savings Deal = \$590 PLUS Full page On-site Conference Guide listing for \$110 Total = \$700

Ads must conform to one of the ad sizes listed above
 On-line Brochure display ads may be 4 color at no additional cost. Rates are for "camera-ready" copy.
 There is an additional \$50 fee for design services, or converting existing ads to 4 color.
 There is no additional fee for text-only designs for Display Ads or copy revisions to previous ads.

NOTE: 20% DISCOUNT for any Brochure Display Ad if a Training Directory Listing is also purchased AND, for only 25% more, your Display Ad will be included in the on-site Conference Guide.

For a quote on savings for non-members, contact the office at asgpp@asgpp.org

On-site Conference Guide Advertising

Each conference attendee receives a Conference Guide. It lists all workshops and events for the 4-day conference and their locations, plus other valuable information. It is referred to constantly throughout the conference by our 350 plus attendees.

RATE FOR DISPLAY ADS:

AD SIZES:

1/8 Page:	\$125 (Members \$95)	3 1/2" W x 2 3/8" H
1/4 Page:	\$250 (Members \$200)	3 1/2" W x 4 3/4" H
1/2 Page:	\$475 (Members \$375)	7 1/2" W x 5" H OR 3 1/2" W x 10"H
Full Page:	\$750 (Members \$600)	7 1/2" W x 10" H

Ads must conform to one of the ad sizes listed above.

These rates are for "camera-ready" copy.

There is an additional \$50 fee for design services.

There is no additional fee for text-only designs for Display Ads or copy revisions to previous ads.

Ads in the Conference Guide are black & white

DEADLINE for Space Reservation: March 12

DEADLINE for Payment: March 23

DEADLINE for Ad Material: March 30

Conference Registration Packet Insert

Place your marketing collateral in the conference registration packet (distributed onsite).

Packet Insert: \$175 *with 400 inserts supplied.*

Packet Insert: \$250 (8 1/2" x 11") *with 400 inserts printed by us. (black & white printed 1 side)*

DEADLINE for Space Reservation & Payment: March 30

DEADLINE for Ad Material/ Inserts: April 6



Conference Exhibitor

You are cordially invited to exhibit at this year's Annual American Society of Group Psychotherapy and Psychodrama Conference. An international delegation of behavioral health clinicians practicing world wide will be in attendance. The ASGPP's membership touches every corner of the globe extending from the United States to Canada, Israel, England, Europe, South America, Japan and Korea. The active membership of ASGPP is composed of behavioral health professionals from every sector, including physicians, licensed clinical social workers, psychologists, licensed professional counselors, and marriage and family therapists. These clinicians regularly refer clients to eating disorder programs, substance abuse treatment centers, adolescent treatment programs, and traditional psychiatric treatment centers.

Our objective is to create an environment which is "Exhibitor Friendly" and gives you maximum opportunity to network with attendees, conference leadership and potential customers.

Exhibitor Conference Registration Packages

#1 — \$650

- Three days conference networking
- One exhibitor registration for your support staff
- One 8-foot table skirted and draped with two chairs or equivalent space for free standing exhibit
- President's Reception for Exhibitors
- Listing in the Awards Program, the Conference Guide and on the Advertising/Exhibitor Poster

#2 — \$725

- Three days conference networking
- Two exhibitor registrations for your support staff
- One 8-foot table skirted and draped with two chairs or equivalent space for free standing exhibit
- President's Reception for Exhibitors
- Two Awards Reception tickets
- Saturday Evening Entertainment
- Listing in the Awards Program, the Conference Guide and on the Advertising/Exhibitor Poster

DEADLINE for Space Reservation: March 30

Conference Exhibitor Raffle

Donate an item for the ASGPP Exhibitor Raffle. We give out an Exhibitor Passport as our way of assuring attendees visit exhibitor tables and displays. Attendees have a "passport" checked off by each exhibitor, allowing them to enter into a drawing. Previous prizes have included a week-long stay at Breakthrough at Caron.

For information about promotional benefits included and other information, please contact Debbie Ayres, Ex. Director, at 609-737-8500 or email: asgpp@asgpp.org



ASGPP Sponsor Program

The American Society of Group Psychotherapy and Psychodrama invites you to become a sponsor of our Annual Conference.

We are offering special discount packages to individuals and organizations that have been longtime supporters of the ASGPP.

All inclusive packages include 3 day registration to the Annual Conference, your display Ad in the online Conference Brochure and onsite Conference Guide along with a Trainer Directory listing. Your name/organization will appear on this years' conference flyer to over 20,000, as well as ONLINE sponsor recognition and thank you page. See your name posted at this year's conference on the Sponsor Board at the Registration Table, Awards Banquet and President's Reception.

ASGPP MORENO Sponsor \$4,000

- Premier webpage sponsorship announcement listing for one year (valued at \$1,500)
- Full webpage Ad included in the online Conference Brochure (valued at \$550)
- Full page Ad in the Conference Guide (valued at \$600)
- Sponsor listing with your name and contact information in this year's flyer mailed to 20,000 (valued at \$150)
- Your name and website or email listed in the Awards Program (valued at \$25)
- Your Training Directory Listing in the Conference Guide and Online Directory Listing (valued at \$150)
- 1/2 Display Conference table for 3 days (valued at \$150)
- 3 day Conference registration (Friday - Sunday) (valued at \$450)
- Full page digital PNN ad with a direct link to your website for one year (all 3 issues) (valued at \$1,350)

\$925 dollar savings
— Only 5 spots available —

ASGPP SATTEN Sponsor \$3,000

- Premier webpage sponsorship announcement listing for one year (valued at \$1,500)
- Half webpage Ad included in the online Conference Brochure (valued at \$325)
- Half page Ad in the Conference Guide (valued at \$375)
- Sponsor listing with your name and contact information in this year's flyer mailed to 20,000 (valued at \$150)
- Your name and website or email listed in the Awards Program (valued at \$25)
- Your Training Directory Listing in the Conference Guide and Online Directory Listing (valued at \$150)
- 1/2 Display Conference table for 3 days (valued at \$150)
- 3 day Conference registration (Friday - Sunday) (valued at \$450)
- Half page digital PNN ad with a direct link to your website for one year (all 3 issues) (valued at \$845)

\$970 dollar savings
— Only 5 spots available —

Continued next page

Sponsor Program continued:

ASGPP HOLLANDER Sponsor \$1,500

- Webpage sponsorship announcement listing for one year (valued at \$800)
- Quarter webpage Ad included in the online Conference Brochure (valued at \$150)
- Quarter page Ad in Conference Guide (valued at \$200)
- Sponsor listing with your name and contact information in this year's flyer mailed to 20,000 (valued at \$150)
- Your name and website or email listed in the Awards Program (valued at \$25)
- Your Training Directory Listing in the Conference Guide and Online Directory Listing (valued at \$150)
- 3 day Conference registration (Friday - Sunday) (valued at \$450)
- Quarter page digital PNN ad with a direct link to your website for one year (all 3 issues) (valued at \$395)

\$820 dollar savings
— Only 10 spots available —

ASGPP SCHOLAR Sponsor \$900

- Quarter webpage Ad included in the online Conference Brochure (valued at \$150)
- Eighth page Ad in Conference Guide (valued at \$95)
- Sponsor listing with your name and contact information in this year's flyer mailed to 20,000 (valued at \$150)
- Your name and website or email listed in the Awards Program (valued at \$25)
- Your Training Directory Listing in the Conference Guide and Online Directory Listing (valued at \$150)
- 3 day Conference registration (Friday - Sunday) (valued at \$450)

\$120 dollar savings
— Only 15 spots available —

We offer payment plans for sponsorships.
Contact Debbie Ayers, Ex. Director, at 609-737-8500 or email: asgpp@asgpp.org.

DEADLINE for Reservation: September 19

Sponsor an Event

- Underwrite an afternoon break or Meet and Greet with an author or guest speaker
- Host an event such as the Presidents Reception or New Members Breakfast

For information about promotional benefits included and other information, please contact Debbie Ayers, Ex. Director, at 609-737-8500 or email: asgpp@asgpp.org



Advertising Policy

Policy Statement

The American Society of Group Psychotherapy, Psychodrama and Sociometry (ASGPP) purpose is to encourage and promote the fruitful application of theories and methods of psychodrama, sociometry, and group psychotherapy in professional disciplines concerned with the well being of individuals, groups, families and organizations, as well as to maintain a code of professional standards relevant to the purpose of the society.

The ASGPP welcomes advertising pertaining to group psychotherapy, psychodrama, sociometry or mental health, human development or to systems/organizations that promote the above via print, action, education, video and/or services.

General Guidelines

1. ASGPP reserves the right to reject advertisements for any reason.
2. Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. ASGPP is not responsible for any claims made in an advertisement appearing in its publications.
3. Placement of ads will be at ASGPP's discretion, although advertiser's preference will be met whenever possible.
4. Closing dates for Space Reservations, Payment and Ad Material are firm unless arrangements are made prior to deadlines.
5. ASGPP reserves the right to place the word "Advertisement" above or below any AD.

Advertising Guidelines

1. Ads must conform to one of the ad sizes listed re. the specific ASGPP publication.
2. Camera ready ads and/or material submitted for design must meet resolution, color and other production specifications.
3. ASGPP reserves the right to charge advertiser any production costs due to failure to meet required specifications.
4. There is an additional \$50 fee for design services.*
**Design services Include, with the receipt of copy and logo/photos from the client, up to 4 layouts for review, and 2 revisions. Logo design is not included nor is copy writing. Additional corrections or services will be quoted upon receipt of client information.*
5. There is no additional fee for copy-only designs or copy revisions* to prior ads.
**The revisions are limited to 1 correction. Additional corrections and/or size changes will be quoted upon receipt of client information.*
6. Supplying or modifying display ads in ASGPP publications for an advertisers use elsewhere, will be quoted upon receipt of client request.
7. An Advertiser selecting a multi-3x rate fee or other discount/combination package is required to pay all fees in advance. If for some reason the advertiser decides to break this agreement then they are subject to the full one-time insertion rate for each ad or portion of the package actually placed.
8. No cancellations will be accepted after the deadline date. Any cancellations after that date will be subject to the full cost of the advertisement.
9. All ads placed in a ASGPP Conference On-line Brochure and Psychodrama Network News (PNN) will be viewed on the ASGPP website as part of the final printed piece.



Order Form

ASGPP Advertising, Sponsorship and Exhibits

Please select the advertising, sponsorship or exhibit options from the list below. Mark each selection with a check. Then, complete page two of the form, and return it with payment (check or credit card information) by fax to (609) 737-8510, or mail to 301 North Harrison Street, Suite 508, Princeton, NJ 08540. If you have questions, please call (609) 737-8500 or email asgpp@ASGPP.org.

Company/Organization: _____

Contact Name: _____

Mailing Address: _____

City / State or Province / Zip or Postal Code: _____

Email: _____ Web site: _____ Phone: _____

Psychodrama Network News (PNN)

ISSUE: Winter Spring/Summer Fall

1/8 page: \$125 (members \$95) 1/6 page: \$200 (members \$150)

1/4 page: \$250 (members \$175) 1/3 page: \$325 (members \$250)

1/2 page: \$450 (members \$375) Full page: \$750 (members \$600)

3X Contract (all 3 issues within one calendar year): 25% discount

Design services: \$50

Conference On-line Brochure

1/4 page: \$200 (members \$150)

1/2 page: \$425 (members \$325)

Full page: \$700 (members \$550)

Design services: \$50

20% DISCOUNT for On-line Brochure AD with the purchase of a Training Directory Listing.

25% ADDITIONAL for On-line Brochure AD to be included in the Conference On-site Guide.

Conference On-site Guide

1/8 page: \$125 (members \$95) 1/4 page: \$250 (members \$200)

1/2 page: \$475 (members \$375) Full page: \$750 (members \$600)

Design services: \$50

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Order Form continued

Conference Exhibitor Packages

#1: \$650 #2: \$725

Sponsorship

ASGPP MORENO Sponsor: \$4,000
 ASGPP SATTEN Sponsor: \$3,000

Conference Registration Packet Insert

\$175 - Inserts supplied
 \$250 - Inserts printed by us

ASGPP HOLLANDER Sponsor: \$1,500
 ASGPP SCHOLAR Sponsor: \$900

Advertising Space Reservations and Ad Material

EMAIL ADVERTISING SPACE RESERVATIONS AND AD MATERIAL TO,
AND for camera-ready art requirements/questions contact:
Patty Phelps, (714) 761-4476, email: plphelps@pacbell.net

Conference Exhibitor, Registration Packet Inserts and Sponsorship Reservations

CONTACT ASGPP to place your Reservations for a Exhibitor Package, Packet Inset and to sign up to be a ASGPP Sponsor. Debbie Ayers, Executive Director, (609) 737-8500, asgpp@ASGPP.org

Payment

Total Amount: \$_____

- CHECK made payable to ASGPP
 CREDIT CARD (Visa & MasterCard only)

Please keep in mind that we will calculate and charge a 2.2% fee to the total amount due. To avoid paying this fee, you may mail this form with your check to the address below.

Name as it appears on the credit card: _____

Credit Card #: _____ Expir. Date: _____

Credit Card V-code: _____ *The 3-digit CV code is located on the reverse side of your card and essential to process your charge.*

Billing address for card if different from above _____

DO NOT E-MAIL credit card information. Mail this form to the ASGPP or send it via secure fax to: 609-737-8510.

Mail to:
ASGPP, 301 N. Harrison Street, Suite 508, Princeton, NJ 08540

Fax to:
(609) 737-8510