

Westchester County Ψ Psychological Association
PO Box 339-H • Scarsdale, New York 10583
Telephone/Fax # (914) 723-3030
E-Mail: WCPA4U@verizon.net
www.westchesterpsych.org

AD RATES (in the newsletter)

\$25.00 for free text classified ad of up to 150 characters (including spaces; 12-pitch font)
\$35.00 for free text classified ad of up to 250 characters (including spaces; 12-pitch font)
\$40.00 for business cards (must be scanned and sent to WCPA electronically)
\$70.00 for 1/4 page ad (usually 3 1/2 x 4 inches)
\$100.00 for 1/2 page ad
\$175.00 for a full-page ad

AD RATES (online)

[see above]

WCPA members will receive a 20% discount on advertising rates

If an advertiser places their ad in both the newsletter and on the website, they will receive a 20% discount.

AD POLICY:

All advertising in the *Westchester Psychologist* and on its website is subject to approval before publication. WCPA reserves the right to edit, refuse or cancel an ad at any time. Publication of an advertisement does not imply approval or endorsement of the advertiser, the product, or the service being advertised. The content and claims in the ads placed are the sole responsibility of the person or organization placing the ad.

No classified ad will receive a refund for early cancellation. WCPA will not be liable for any loss or expense that results from the publication (whether correctly or not) or omission of an advertisement.

Ads may appear in the newsletter and online. Online ads will be posted online at the earliest convenience of the webmaster. Online ads will be carried online for one month from the date of posting.

We accept listings (not ads) from other psychological organizations in exchange for reciprocal listings (not ads) of WCPA events.

The responsibility of submitting ads in a ready to publish format rests with the person who wants to place the ad. At the discretion of the WCPA Board, links may be allowed in online ads.

For information on submitting an ad, please contact Bobbie Gallagher at (914) 723-3030 or e-mail WCPA4U@verizon.net. Once an ad is accepted, it will appear in the next edition of the newsletter and/or online at the webmaster's convenience. Billing information should be included with the ad.