



NORTH CAROLINA  
Psychiatric  
Association

# Media Kit & Advertising Options

*Discover how advertising with NCPA fits into your marketing plan.*

NCPA provides an integrated marketing solution that includes:

- Website Classified Advertising
- E-Newsletter Advertising
- Print Newsletter Advertising
- Exhibitor Opportunities

***“We got a good response from the  
online ad... literally within an hour!”***

- Gene Rodgers, MSW, Family  
Preservation Services of NC, Inc.

## Advertising Contact

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# About NCPA



The North Carolina Psychiatric Association (NCPA) is one of the oldest professional member organizations in the state. More than 85 years after its inception, NCPA represents nearly 1,000 psychiatrists statewide. Our quarterly print newsletters, bi-weekly e-newsletters, Annual Meeting & Scientific Session, and CME events reach a wide audience within the mental healthcare field:

- Psychiatrists
- Psychologists
- Physician Assistants
- Medical Students
- Nurse Practitioners
- Hospital Administrators
- Nurses
- Medical Directors
- Social Workers

NCPA's publications serve as a trusted psychiatric news aggregator. We report on the major issues, policies, events, programs, and leadership opportunities in the field of psychiatry.

Our publications are for and about anyone who is in a leadership role in the house of medicine. Whether you're seeking new clients for your business solutions and services, showcasing your products, announcing vacancies, selling your practice, or renting office space, advertising with NCPA is an outstanding way to reach North Carolina psychiatrists with your message.

# About NCPA



## **RESPONSIVE READERS:**

55% open rate of email newsletter, higher than the industry standard

Click-thru rate of email newsletter averages +7%, triple the industry standard

975+ subscribers to NCPA print newsletter

12,000 hits on a recent job posting on the NCPA website

## **ENGAGED MEMBERS:**

27% of our membership attend our Annual Meeting

59 residents, fellows, and medical students attended the 2022 Annual Meeting.

Over 150 members serve on NCPA Committees

## **RESPECTED PSYCHIATRIC LEADERS:**

NCPA members have been recipients of numerous APA awards, including Profile of Courage and Health Services Research Award.

NCPA members serve as American Psychiatric Association Parliamentarians, government and insurance Chief Medical Officers, NC Medical Board members, chairs of academic programs and hospitals, and representatives of the North Carolina General Assembly.

# Advertising Options

## Website Classified Advertising

North Carolina psychiatrists are looking for a site resource to help them find their next job. NCPA has a well-established, user friendly, state-wide digital job and classified ad board with unhindered access to a large network of medical professionals. Promoted in every e-newsletter and social media, and accessible via the NCPA homepage.

### Up to 100 words:

\$150 for 30-day posting

\$250 for 60-day posting

### Add-ons:

More than 100 words: \$1 per word

Logo/graphic: \$25

## NCPA Email Newsletter Advertising

The NCPA "E-News" is the digital newsletter of the North Carolina Psychiatric Association and is published bi-monthly and emailed to nearly 1,000 NCPA members. Because our physician psychiatrist members expect clear, concise, and up to date news, it's open rates and click-thru rates are higher than industry standard.

**E-News Sponsorship:** \$375 per issue

Clickable ad displayed prominently  
100-word description of organization with logo  
or 800 x 400 pixel display ad

The screenshot shows the NCPA website with a navigation menu (Home, About, COVID-19, Foundation, Advocacy, Conferences & Events, Jobs & Classified Ads, Contact Us) and a search bar. The main content area features a job posting for a Staff Psychiatrist at the University of North Carolina at Charlotte. The posting includes details about the role, minimum qualifications, essential job duties, and salary/benefits information. A sidebar on the right contains quick links and job postings.

## TO KNOW

### NCPA Members to Present at 2022 American Psychiatric Association Annual Meeting

Heading to the APA Annual Meeting later this month? Be sure to check out sessions that are featuring a number of NCPA members, including **Marvin Swartz, Jennie Byrne, Nora Dennis, Mehel Mankad, Kate Hobbs Knutson, Bradley Gaines, Steven Wyatt, Warren Kinghorn, Tom Penders** and others! Click [here](#) to see their topics and when they will be speaking. If you will be presenting and we inadvertently left you off this list, please [contact us](#) so we can include you in the May 17 E-News.

## Advertisement

The graphic features a large green box with the text "Your Ad Here!" in white. To the right of the box is the NCPA logo. Below the box, a blue arrow points to the text "DIMENSIONS 800 pixels wide 400 pixels tall".

## TO ATTEND

Next Up for AHEC'S NC Psychiatry and Behavioral Health Series: Delirium  
Wednesday, May 18, 2022

# Advertising Options

## NCPA Print Newsletter Advertising

The “NCPA News”—our 12–20-page print newsletter— is published quarterly in March, June, September, and December. It is distributed to 975+ members and “Friends of NCPA” via direct mail. The NCPA News features psychopharmacology columns, legislative updates, editorials, committee reports, NCPA news, classified ads, and more.

### Print Classified Ads: \$200

100 words included

More than 100 words: \$1/word

Copy must be submitted the first business day of the month prior to publication

### Print Display Ads: Rates Below

Full color

Quarter, Half and Full page sizes

Multiple-ad discounts

Client must supply artwork (PDF or EPS)

Artwork must be submitted the first business day of the month prior to publication



**NORTH CAROLINA Psychiatric Association** **news**  
A DISTRICT BRANCH OF THE AMERICAN PSYCHIATRIC ASSOCIATION MARCH 2022

### Committing to Racial Health Equity in Psychiatry: Reckoning with Racism in Restraint Use

Colin Smith, M.D., Chief Resident, Internal Medicine-Psychiatry  
Duke University Medical Center

*“Every system is perfectly designed to get exactly the results it gets.”*  
– W. Edwards Demming

A genuine commitment to racial health equity in psychiatry requires proactive and intentional identification, and elimination of the roots of unjust differences in care perpetrated on minoritized communities. We have a duty to our patients, ourselves, and our profession to respond, especially when we are employing inherently coercive, forceful, and morally injurious interventions such as chemical and physical restraint.

Much of the literature evaluating disparities in emergency healthcare highlights inadequate medical evaluation and treatment for communities of color. It is well established, for example, that Black patients seeking care in emergency settings are less likely to be offered thorough evaluation for chest pain<sup>1</sup> or analgesia for musculoskeletal and abdominal pain<sup>2</sup> compared to their white counterparts.

But what about our use of physical and chemical restraints in psychiatry? Are we systematically and forcefully treating Black patients differently than white patients? Unfortunately, the answer is yes. A pair of recent observational studies evaluating over 900,000 patient encounters demonstrate that Black patients are significantly more likely to undergo physical restraint than white patients in the general emergency department setting after adjusting for sociodemographic and clinical factors.<sup>3,4</sup> On the heels of these studies, our team analyzed nearly 13,000 encounters of patients, evaluated by an emergency consultation psychiatry service, and found that Black patients are also more likely to be injected with antipsychotics than white patients.<sup>5</sup> Let us think the

**Few problems have ever been solved by ignoring that they exist.**

burden of these findings falls strictly on the shoulders of our emergency physician colleagues, preliminary results from an analysis of over 3,700 unique encounters in an urban med-psych unit show significantly higher rates of restraint and seclusion for Black patients than for white patients.<sup>6</sup>

What are we to make of these findings? Given the frankly racist practices that have pervaded the history of American medicine<sup>7</sup> and the common human phenomenon of implicit bias, it is illogical to suggest that racial bias does not play a role in our coercive treatment of Black patients presenting in distress.<sup>8</sup>

Although increasing diversity among physicians mitigates—but does not eliminate—implicit bias and prejudice,<sup>9</sup> people of color, and, in particular, Black individuals, still comprise a

...continued on page 7

**IN THIS ISSUE**

President's Column  
PAGE 3

Measurement-Based Care Dialogue  
PAGE 4

Private Residential Treatment Facility Opinion Piece  
PAGE 8

NCPA Cannabis Position  
PAGE 11

What Psychiatrists Need to Know About: The No Surprises Act  
PAGE 12

Starting Your Own Practice  
PAGE 14

**Don't Forget to Pay Your Dues!**

If you haven't already, make sure you pay your membership dues by the end of the 90-day grace period (March 31, 2022). Here are three ways you can renew today:

1. Pay online: [www.psychiatry.org/PayDues](http://www.psychiatry.org/PayDues)
2. Pay by phone: (202) 559-3900
3. Send a check to:  
APA Membership Dept  
800 Maine Avenue, S.W.  
Suite 900  
Washington, D.C. 20024

## NCPA Print & Online Advertising Policy

NCPA requires prepayment for all advertising.

Advertisements for employment opportunities outside of North Carolina (traditional or telepsychiatry) or pharmaceutical products are not allowed at this time.

Ad Sizes	1 Ad	2 Ads	3 Ads	4 Ads
Full page 8.5" x 11"	\$750	\$690 (per ad)	\$660 (per ad)	\$630 (per ad)
Half page 8.5" x 5.5" (landscape)	\$575	\$545 (per ad)	\$515 (per ad)	\$485 (per ad)
Quarter page 4.25" x 5.5" (portrait)	\$425	\$400 (per ad)	\$375 (per ad)	\$345 (per ad)

# Advertising Packages



## ANNUAL PLUS \$6,000 (OVER \$1,000 IN SAVINGS)

- 12 Advertisements in E-Newsletter (Once per month)
- 4 Half-Page Advertisements in Print Newsletter (One per quarter)
- 2 Stand-alone emails to membership (One every 6 months)



## ANNUAL \$5,000

- 12 Advertisements in E-Newsletter Issues (Once per month)
- 4 Half-Page Advertisements in Print Newsletter Issues (One per quarter)



## HALF-YEAR \$3,000

- 6 Advertisements in E-Newsletter (Once per month)
- 2 Half-Page Advertisements in Print Newsletter (One per quarter)



## QUARTERLY \$1,800

- 4 Advertisements in E-Newsletter (One per month)
- 1 Half-Page Advertisement in Print Newsletter



## A LA CARTE ITEMS

For Annual Plus & Annual Packages Only

- Single stand-alone email to membership \$700

For Any Package

- Increase half-page advertisement to full page for each Print Newsletter.
  - Annual Plus & Annual \$500
  - Half-Year \$300
  - Quarterly \$175

Additional E-Newsletter article \$300 each

# Exhibitor Opportunities



## Exhibitor Opportunities

NCPA holds several events throughout the year, with a wide audience including psychiatrists, physician assistants, nurse practitioners and nurses, social workers, psychologists and other mental health providers. Events range from practice management workshops to scientific sessions.

Our events are a great way to meet one-on-one with your target audience. Event schedules are designed to provide multiple breaks with exhibitors to maximize networking opportunities. NCPA also provides sponsorship opportunities that allow for increased exposure such as exclusive on-site signage, inclusion of logo and company information in event marketing.

For more information about NCPA's exhibiting opportunities, please visit: [www.ncpsychiatry.org/exhibitor-information](http://www.ncpsychiatry.org/exhibitor-information)



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To begin advertising with the North Carolina Psychiatric Association, please contact Anna Godwin at [agodwin@ncpsychiatry.org](mailto:agodwin@ncpsychiatry.org).