



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

info@ncpsychiatry.org | 919-859-3370



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

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:

68% open rate of email newsletter, higher than the industry standard

Click-thru rate of email newsletter averages +9%, 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

78 residents, fellows, and medical students attended the 2025 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

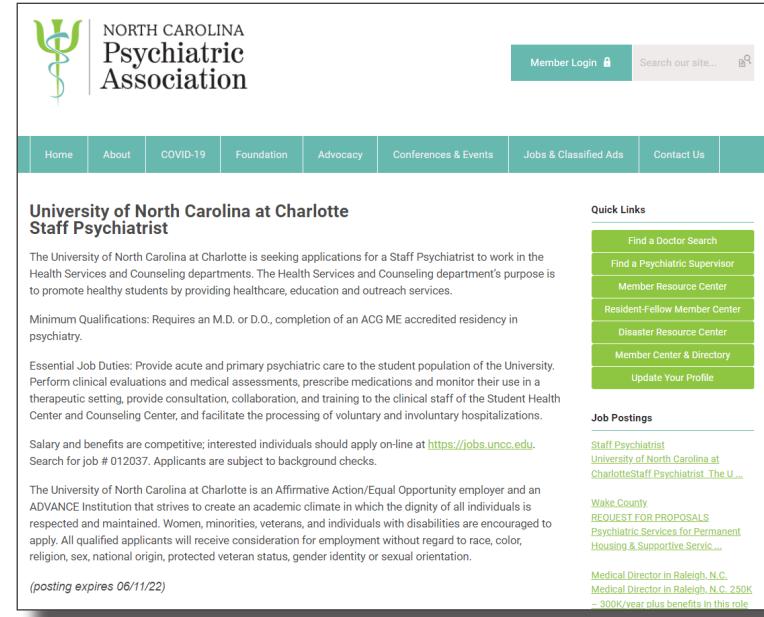
NCPA Email Newsletter Advertising

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 homepage of the North Carolina Psychiatric Association. At the top right are 'Member Login' and a search bar. Below is a navigation menu with links to Home, About, COVID-19, Foundation, Advocacy, Conferences & Events, Jobs & Classified Ads, and Contact Us. The main content area features a job listing for a 'Staff Psychiatrist' at the 'University of North Carolina at Charlotte'. The listing includes a brief description, minimum qualifications, essential job duties, and a note about salary and benefits. There are also links for 'Quick Links' and 'Job Postings' on the right side.

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](#), [Mehul 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

Your Ad
Here!



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

The image is a digital magazine cover for the North Carolina Psychiatric Association. The top half features a teal header with the organization's name and a large white 'news' title. Below the header is a photograph of a stethoscope resting on a 'PATIENT HISTORY' form. The middle section contains an article title and author information. The bottom section is divided into columns for 'IN THIS ISSUE' and 'Don't Forget to Pay Your Dues!', with various articles listed. The footer includes a 'CONTINUE' button.

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



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To begin advertising with the North Carolina Psychiatric Association, please contact info@ncpsychiatry.org.