

Advertising Prospectus 2017 - 2018

American Association for Marriage and Family Therapy

FAMILY THERAPY
THE AMERICAN ASSOCIATION FOR MARRIAGE AND FAMILY THERAPY

THE MFT CAREER SPECTRUM
STUDENTS • YOUNG PROFESSIONALS • CAREER OPTIONS

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AN MFT CAREER PROGRAM

2015 Year in Review

2015 was a year of significant achievement for the Association. We celebrated our 50th anniversary and the passing of our founder, Dr. Carl Whitaker. We also saw the growth of our membership and the success of our annual conference.

Plan Ahead in 2016

As we close the door on 2015, many events are already planned or in the works for the new year. We invite you to plan ahead for 2016 by becoming a member and providing your input for the year's calendar.

2015 "Strengthening Families Together" Annual Update

The AAMFT Research & Education Foundation will be in the field again in 2016 with its annual update. Your contribution will allow us to fund systems and research, education, and training.

Happy Holidays from dTherapies

Only the best in us talks about the worst in us, because the worst in us lies about its own existence

TO BE THE BEST? LEARN FROM THE BEST.

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FAMILY TEAM

Federal, State and Private Payer Advocacy

New Medicare Bill

Find a Therapist

An Eco-systemic Lens

AN ECO-SYSTEMIC LENS, familiar territory to family therapists, allows us to understand and approach many client dilemmas as byproducts of social injustice rather than internal biology. There is a need to examine the social ecology of psychological distress. For example, the case has been made that a public health approach focusing on risk factors and prevention is needed to address depression (Ghaemi, 2013). Attending to conditions such as poverty or racism that can lead to depression and other mental health concerns is within the scope of this perspective. This review addresses the social ecology of psychological distress, and how it affects individuals, families, and youth.

While therapist and alliance effects are significant, clients play the largest role in psychotherapy outcomes. As much as 86% of psychotherapy outcome can be attributed to client/life factors, all aspects idiosyncratic to the specific client and incidental to the treatment delivered (Duncan, 2014). Studies describe how clients use what therapists say or do to fit their unique goals and preferences for help. Between sessions, therapists' interventions serve as triggers for client generativity, including personal reflection, self-questioning, or preparation for sessions that promote change in clients' everyday lives (Bohart & Wade, 2013). Even for diagnoses considered chronic and lifelong, recovery without drugs is not only possible, but common (Duncan, 2014). Additionally, clients' personal resources and a healing relationship are not up to the task. The evidence does not support this view.

These findings point to the power of clients to heal and the power of relationships to provide a context for recovery. Automatically turning to psychiatric drugs likely reflects the belief that clients' personal resources and a healing relationship are not up to the task. The evidence does not support this view.

An important tool for performing this type of work includes the routine collection of client feedback to guide treatment decisions and to make sure that clients' voices are privileged (Duncan, 2014). For example, with the Partners for Change Outcome Management System (PCOMS; Duncan & Reese, in press), all family members, even children in the 8-12 age range, are routinely invited to report their views and preferences of treatment on a validated measure. This system currently is designated evidence based by the Substance Abuse and Mental Health Administration's (SAMHSA) National Registry of Evidence-based Programs and Practices based on the accumulated evidence of efficacy. Importantly, PCOMS is free for its use, not for the client. It is simply a matter of time before these clients' voices are heard.

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More than 1,000,000 copies sold for one simple reason: it works!

Nonviolent Communication

Marshall Rosenberg provides us with the most effective tools to foster healthy relationships.

Now available in Spanish!

NEW 3RD EDITION INCLUDES:

- Chapter on Conflict Resolution
- Foreword by Deepak Chopra

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FAMILY THERAPY

THE AMERICAN ASSOCIATION FOR MARRIAGE AND FAMILY THERAPY

YOUTH SPORTS AND PARENTAL EXPECTATIONS

NOVEMBER // DECEMBER 2015

About AAMFT

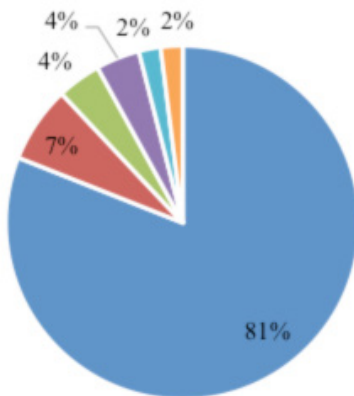
The American Association for Marriage and Family Therapy (AAMFT) is the professional association for the field of marriage and family therapy with over 26,000 members. Founded in 1942, we represent the professional interests of marriage and family therapists and other mental health professionals legally authorized to independently treat couples, and families throughout the United States, Canada, and 53 other countries.

Marriage and family therapists treat, research, and teach about a wide range of issues that affect their clients. Some of the top therapy issues we receive inquiries about are infidelity, LGBTQ youth and couples, adoption, stepfamilies, and children dealing with divorce. AAMFT leads the way to increasing understanding, research, and education in the field and ensuring the public's needs are met by trained practitioners.



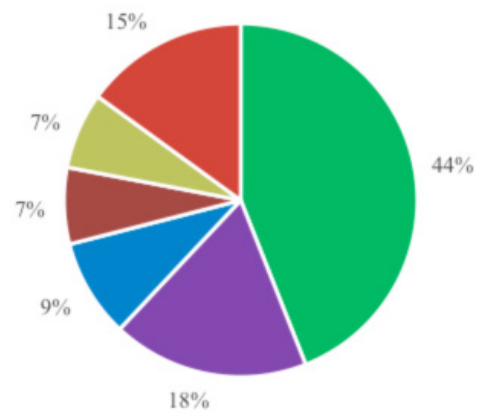
About Our Members

AAMFT Professional Identities



- Marriage and Family Therapists
- Psychologists
- Professional Counselors
- Social Workers
- Pastoral Counselors
- Other

Practice Profile



- Individual Practice
- Group
- Academic/Training
- Agency
- Hospital
- Other

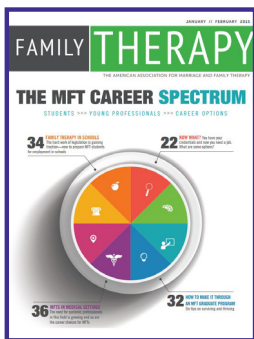
Maximize visibility with multi-channel advertising



E-Newsletter Advertising

AAMFT's Family Therap-eNews is circulated on a bi-weekly basis to over 22,000 subscribers. Open rates are above industry standard at about 36% per issue with click rates also above average at 12%.

Therap-eNews subscribers are marriage and family therapists, students, and other mental health professionals across the United States, Canada, and 53 other countries.



Family Therapy Magazine Advertising

The official flagship magazine of AAMFT has 6 issues per year which are circulated to over 25,000 AAMFT members and an electronic version is available to members on our website. Family Therapy Magazine reports developments in

the field, legislative and economic issues affecting families and therapists, and new developments within AAMFT.



AAMFT Blog

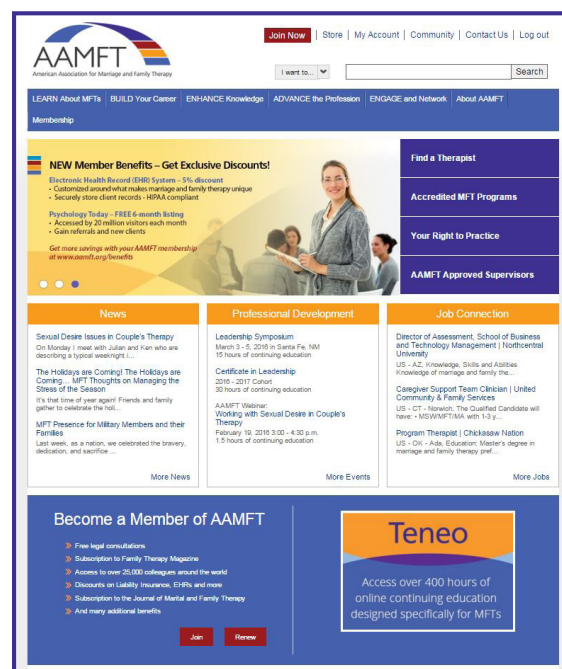
The AAMFT Blog is a resource for mental health professionals and the general public to find relevant, informative, and compelling content relating

to the field of marriage and family therapy. Updated weekly, the blog includes resources such as, ethics updates, executive director messages,

latest news within the mental health community, and MFT perspectives on clinical topics. The average number of monthly page views is 4,100 with increased potential as the blog continues to be shared and promoted on social media.

Web Advertising

AAMFT's website draws members and non-members who are searching for therapy tools, resources, and the latest information in the mental health field. Users can find detailed information on various therapy topics, search jobs and post jobs in the AAMFT job connection, and get up to date news through the AAMFT Blog. The general public can find information on mental health disorders that may be affecting them or a family member and access our therapist locator search engine when seeking a treatment provider.



E-Newsletter Order Form

Family Therap-eNews

Select the issues you wish to advertise in:

- | | | |
|----------------------------------|---|-----------------------------------|
| <input type="checkbox"/> 1/13/17 | <input type="checkbox"/> 6/9/17 | <input type="checkbox"/> 11/10/17 |
| <input type="checkbox"/> 1/27/17 | <input type="checkbox"/> 6/23/17 | <input type="checkbox"/> 11/17/17 |
| <input type="checkbox"/> 2/10/17 | <input type="checkbox"/> 7/14/17 | <input type="checkbox"/> 12/8/17 |
| <input type="checkbox"/> 2/24/17 | <input type="checkbox"/> 7/28/17 | <input type="checkbox"/> 12/15/17 |
| <input type="checkbox"/> 3/10/17 | <input type="checkbox"/> 8/11/17 | <input type="checkbox"/> 1/12/18 |
| <input type="checkbox"/> 3/24/17 | <input type="checkbox"/> 8/25/17 | <input type="checkbox"/> 1/26/18 |
| <input type="checkbox"/> 4/14/17 | <input type="checkbox"/> 9/8/17 | <input type="checkbox"/> 2/9/18 |
| <input type="checkbox"/> 4/28/17 | <input type="checkbox"/> 9/22/17 Pre-conference issue | <input type="checkbox"/> 2/23/18 |
| <input type="checkbox"/> 5/12/17 | <input type="checkbox"/> 10/13/17 | <input type="checkbox"/> 3/9/18 |
| <input type="checkbox"/> 5/26/17 | <input type="checkbox"/> 10/27/17 Post conference issue | <input type="checkbox"/> 3/23/18 |

E-news rates and sizes:

Frequency Rates	1X	4X	8X	12X
195 x 195 pixels	<input type="checkbox"/> \$650	<input type="checkbox"/> \$595	<input type="checkbox"/> \$555	<input type="checkbox"/> \$500
270 x 220 pixels	<input type="checkbox"/> \$900	<input type="checkbox"/> \$825	<input type="checkbox"/> \$795	<input type="checkbox"/> \$750

Prices listed above are per issue

Ad specifications

Image not to exceed size selected above. AAMFT is not responsible for any errors due to ads that do not meet size specifications. All e-news ad files must be high resolution and submitted in JPEG, PNG, or EPS format. **Email artwork to marketing@aamft.org.**

Artwork Deadlines

All e-news ads are due the Tuesday before the issue date. If you are purchasing multiple issues and wish to change your artwork, you must submit all new artwork by the deadline listed.

Emerging Professionals Network Newsletter Ads

Want to target your marketing? Have your ad featured in our e-newsletter that targets new leaders and young professionals. The AAMFT Emerging Professionals Network is made up of over 1,100 AAMFT members who are new MFTs or currently working toward a masters in marriage and family therapy.

Frequency Rates	1X	2X	6X
270 x 200 pixels	<input type="checkbox"/> \$150	<input type="checkbox"/> \$135	<input type="checkbox"/> \$95

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

Family Therapy Magazine Order Form

Family Therapy Magazine

Please check the issues for which you wish to advertise:

Issue: March/April 2017
Theme: Millennials
Artwork Deadline: February 1, 2017
Mail Date: March 27, 2017

Issue: May/June 2017
Theme: Annual Conference Brochure: Atlanta
Artwork Deadline: April 3, 2017
Mail Date: May 25, 2017

Issue: July/August 2017
Theme: Foundations of the Field
Artwork Deadline: June 26, 2017
Mail Date: July 25, 2017

Issue: September/October 2017
Theme: Adolescents
Artwork Deadline: August 1, 2017
Target Mail Date: August 25, 2017

Issue: November/December 2017
Theme: Modern Infidelity
Artwork Deadline: October 2, 2017
Target Mail Date: October 27, 2017

Issue: January/February 2018
Theme: Transnational Work/Immigration
Artwork Deadline: December 1, 2017
Target Mail Date: December 21, 2017

Magazine rates and sizes:

Frequency Rates	1X	3X	6X
Back Cover/Inside Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,760	<input type="checkbox"/> \$2,670
Full Page	<input type="checkbox"/> \$2,320	<input type="checkbox"/> \$2,135	<input type="checkbox"/> \$1,975
1/2 Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,380	<input type="checkbox"/> \$1,275
1/3 page Vertical/Sq.	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$966	<input type="checkbox"/> \$915
1/6 page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$900	<input type="checkbox"/> \$845

Prices listed above are per issue

If you are purchasing multiple issues and wish to change your artwork, you must submit all new artwork by the deadline above. Target mail dates and issue themes are subject to change without notice.

Want to increase your reach?

Add web advertising to your magazine package for only \$300 per month! (220 x 220 ad on interior page)

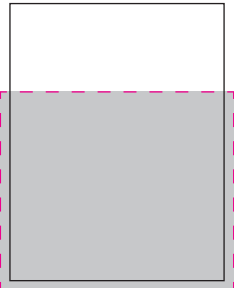
Add web 30 days

Add web 60 days

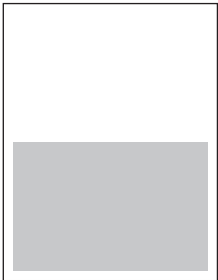
Add web 90 days

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

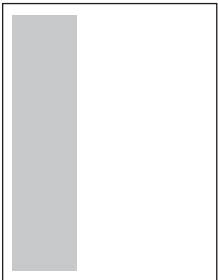
Family Therapy Magazine Ad Dimensions



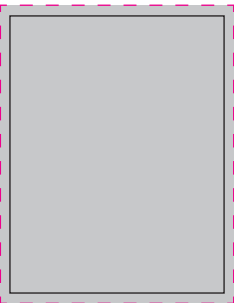
Back Cover: 8.25” x 7.5”
Bleed: .125” on left, right,
and bottom



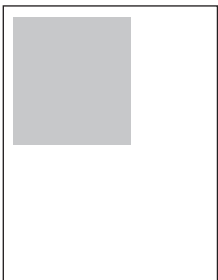
1/2 Page: 7” x 4.5”



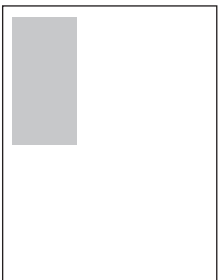
1/3 Vertical: 2.125” x 10”



Inside Cover/Full Page: 7”x10”
Bleed: 8.5” x 11.125”
Trim: 8.25” x 10.875”



1/3 Square: 4.5” x 4.875”



1/6 Page: 2.125” x 4.875”

Family Therapy Magazine Ad Specifications

Image not to exceed sizes selected above. AAMFT will not be held responsible for ads that print improperly due to font and images incorrectly embedded or incorrect sizing. All print ad files must be submitted in a high resolution (300dpi) format as either a JPEG, PNG, or EPS file. All fonts and imaged must be embedded. **Email artwork to marketing@aamft.org**

Website and Blog Advertising Order Form

Website Advertising

Please indicate the month your ad will begin_____

Website rates and sizes:

Frequency Rates	1 month	3 consecutive months	6 consecutive months
Interior Page – 220 x 220 pixels	<input type="checkbox"/> \$450	<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$2,200
Interior Page – 930 x 180 pixels	<input type="checkbox"/> \$900	<input type="checkbox"/> \$2,485	<input type="checkbox"/> \$4,805
Landing Page – 220 x 220 pixels	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$3,035	<input type="checkbox"/> \$5,610

Website Ad Specifications

Images not to exceed pixel sizes listed above. AAMFT is not responsible for any errors due to ads that do not meet size specifications. All web ad files must be high resolution and submitted in JPEG or PNG format. No Flash and please include the URL when submitting the artwork. **Email artwork to marketing@aamft.org**

All web ads start running on the first business day of each month. All ads are due one week before the run date.

AAMFT Blog Advertising

Please indicate the month your ad will begin_____

AAMFT Blog rates and sizes:

Frequency Rates	1 month	3 consecutive months	6 consecutive months
300(w) x 220 (L) pixels	<input type="checkbox"/> \$450	<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$2,200
300 (w) x 395 (L) pixels	<input type="checkbox"/> \$750	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$3,900

AAMFT Blog Ad Specifications

Images not to exceed pixel sizes listed above. AAMFT is not responsible for any errors due to ads that do not meet size specifications. All web ad files must be high resolution and submitted in JPEG or PNG format. No Flash and please include the URL when submitting the artwork. **Email artwork to marketing@aamft.org**

All blog ads start running on the first business day of each month. All ads are due one week before the run date.

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

Application and Contract

Credit Card and Authorization Page

****All orders must be pre-paid for your request to be accepted. Ad space cannot be reserved until payment is received.**

Company Name: _____

Contact Person: _____

MasterCard Visa American Express Check: _____

Name on Card: _____

Card Number: _____ Expiration Date: _____ Vcode: _____

Please charge my credit card the following amount: \$_____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

I agree to authorize AAMFT to charge my credit card the total amount selected above.

Agreement and Signature

As the representative of the company/organization named on page one of this application, I have read and agree to abide by terms and conditions stated by AAMFT.

Submitted by (please print): _____

Signature: _____ Date: _____

Send order forms and payment information by email to marketing@aamft.org or by fax to (703) 253-0509.

Advertising Policy

1.00 General Policies.

1.01 Reservation of Rights and Compliance with Applicable Laws. AAMFT reserves the right to reject or cancel any advertisement in any AAMFT publication for any reason at any time. AAMFT complies with all applicable laws prohibiting discrimination. AAMFT will not accept advertisements that, at AAMFT's sole discretion, appear to be libelous, slanderous, sexually explicit, or in conflict with AAMFT policies.

1.02 Academic Programs.

1.02.1 Currently Accredited Programs. Programs that are currently accredited by the Commission on Accreditation for Marriage and Family Therapy Education (COAMFTE) are permitted to advertise in AAMFT publications.

1.02.2 Non-Accredited Programs and Programs Applying for Accreditation. Non-accredited programs and programs that are currently applying for accreditation are permitted to advertise in AAMFT publications, however, AAMFT reserves the right to indicate on advertisements that a program is not COAMFTE-accredited.

2.00 Payment. Unless otherwise stated on the order form, all advertisements must be paid at least 30 days prior to the run of your advertisement. Checks, Visa, MasterCard, American Express, are all acceptable forms of payment. Payment shall be made in US currency. Payment for any additional costs incurred by AAMFT must be paid 15 days from the invoice date. AAMFT reserves the right to refuse any new order from delinquent advertisers. Rates are subject to change without notification.

3.00 Refunds on Advertisements.

4.00 Cancellations or Changes. Cancellations or changes must be submitted in writing. **Cancellations or changes to the artwork must be submitted 30 days prior to the date the art work is due.**

5.00 Indemnification. The advertiser shall indemnify and hold harmless AAMFT and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the publication of advertiser's advertisement.

6.00 Disclaimer of Endorsement. Acceptance of advertisements shall not be construed as any type of endorsement of the advertising, the advertiser, or the advertiser's organization, product, system or service, by AAMFT, COAMFTE, or the AAMFT Foundation.

7.00 Disclaimer of Liability. AAMFT is not liable for the quality of advertisements that do not meet the ad specs specified on the order form.

8.00 Applicability of Policy. This policy applies to all AAMFT publications, including electronic and print materials.