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It's time to advertise in the

★ *2011 Membership Directory*

of the National Association of Psychiatric Health Systems

Take advantage of the *2011 NAPHS Membership Directory* to **target exactly the audience you need to reach.**

Be part of the one essential reference the leaders of the behavioral healthcare industry use year-long every time they need information about other behavioral healthcare systems and facilities throughout the nation.

The decision-makers who see your ad need to know who you are and what you can do for them. **Your ad is a way to underscore your partnership with NAPHS as we work to find solutions for members' problems.**

It's a challenging economy, so build awareness with this once-a-year chance to highlight your products or services.

NAPHS represents behavioral healthcare systems and facilities across the U.S. that are committed to the delivery of responsive, accountable, and clinically effective prevention, treatment, and care for children, adolescents, adults, and older adults with mental and substance use disorders. **They need resources to do that, and they need to know about you.**

Advertising in the *2011 NAPHS Membership Directory* puts you in front of the CEOs, COOs, presidents, chief medical officers, and other administrative staff of all NAPHS-member hospitals and other facilities who receive and use this reference throughout the year to make referrals (especially to specialized programs), to find partners for joint ventures, and to locate suppliers of essential services.

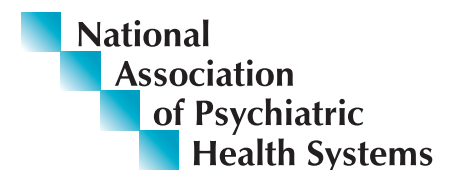
BONUS: The directory is posted to the members-only section of the NAPHS Web site for year-long availability and mailed to state hospital associations and National Alliance on Mental Illness state affiliates.

The NAPHS Membership Directory includes the names, addresses, phone/fax numbers, Web sites, and officers (by name) of **each behavioral health system**. The **facilities operated by each system**—including specialty hospitals, psychiatric units in general hospitals, residential treatment centers, partial hospital programs, and outpatient centers—are also listed. By state, a **geographical listing** of facilities—including the name of the chief operating officer of each—is included.

Ad deadline: AUGUST 9, 2010

Publication date: FALL 2010

National Association of Psychiatric Health Systems
900 17th Street, NW, Suite 420
Washington, DC 20006-2507
Ph: 202/393-6700 Fax: 202/783-6041
www.naphs.org



Advertisement Order Form

2011 NAPHS Membership Directory • National Association of Psychiatric Health Systems

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All invoices and other communications will be sent to the above street address/email address.

Circle both the ad you want and the amount due.

NAPHS members receive a 25% discount off list price.

		List Price	Member Price	Amount Due
BACK COVER	full page, color	\$4,150	\$3,113	
INSIDE COVER	full page, color	\$3,625	\$2,719	
FULL PAGE INSIDE	black + white	\$1,575	\$1,181	
FULL PAGE INSIDE	color	\$2,575	\$2,181	
1/8" bleed: 8.75" x 11.25" No bleed: 7.25" x 10"				
HALF PAGE INSIDE	horizontal, b+w	\$945	\$709	
HALF PAGE INSIDE	horizontal, color	\$1,445	\$1,209	
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HALF PAGE INSIDE	vertical, b+w	\$945	\$709	
HALF PAGE INSIDE	horizontal, color	\$1,445	\$1,209	
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QUARTER PAGE INSIDE	black + white	\$550	\$413	
QUARTER PAGE INSIDE	color	\$800	\$663	
3.5" x 4.875"				

- Edits, file repairs, or nonconformance with mechanical requirements may incur additional charges.
- Ads are subject to NAPHS CEO/president's approval.
- The advertiser or its agency may not cancel orders after the **closing date of August 9, 2010.**

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Please mail or fax your **order form** and **payment** to:

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- **Flattened, high-resolution files of 300 dpi** (PDF, TIFF, EPS or JPEG) are **required** for print quality.
- For more information, call Frieda Eastmann at 202/393-6700, ext. 107, or email frieda@naphs.org.

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