



# FY2016 RATE CARD • TCA Publications

Texas Counseling Association (TCA) publications are intended for the benefit of a variety of professional counselors and mental health professionals. Publications are sent to all 7,200 TCA members who work in a variety of settings including in private practice; at elementary and secondary schools; on college campuses; in criminal justice settings; at community mental health centers, hospitals, nursing homes and managed care facilities; as well as counselor educators and graduate counseling students. TCA's electronic publications enjoy a strong open-rate of 36% - well above the industry average of 27%. The *Journal* is mailed and also abstracted online through EBSCO. Contact [Robin@txca.org](mailto:Robin@txca.org).

## eMembership Update

The *eMembership Update* is the official bulletin of the Texas Counseling Association. Published eight (8) times each year, the *eMembership Update* includes a number of professional resource materials, messages from national and state organizations and agencies, grant opportunities, requests for proposals, free professional development opportunities, legislative Action Alerts, as well as current TCA news.



### LARGE BANNER Ad

190 W x 500 H - pixels

1 issue: \$220

4 issues (per issue): \$195

### MEDIUM BANNER Ad

190 W x 350 H - pixels

1 issue: \$170

4 issues (per issue): \$150

### SMALL BANNER Ad

190 W x 200 H - pixels

1 issue: \$120

4 issues (per issue): \$110

- *eUpdate* Ad artwork: 300 dpi, .jpg or .gif format, full color
- Include URL with artwork submission, max file size is 40KB
- ***eUpdate* Ads are only available in February, March, May, June, August, September, November and December**

## Guidelines Newsletter

TCA publishes a comprehensive *Guidelines* newsletter four (4) times each year. *Guidelines* is publically archived on the TCA website and all articles (and accompanying Ads) may be accessed via click-through. *Guidelines* features extended length case studies, legislative news, messages from state and national agencies, researched submissions from mental health professionals, as well as TCA leadership articles.



### LARGE BANNER Ad

190 W x 500 H - pixels

1 issue: \$175

4 issues (per issue): \$155

### MEDIUM BANNER Ad

190 W x 350 H - pixels

1 issue: \$135

4 issues (per issue): \$120

### SMALL BANNER Ad

190 W x 200 H - pixels

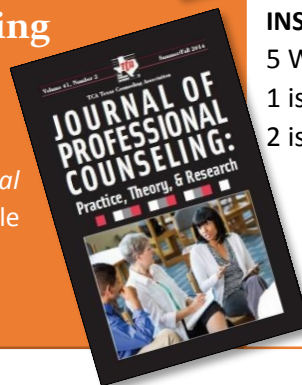
1 issue: \$95

4 issues (per issue): \$85

- *Guidelines* Ad artwork: 300 dpi, .jpg or .gif format, full color
- Include URL with artwork submission, max file size is 40KB
- ***Guidelines* Ads are only available in January, April, July, and October**

## Journal of Professional Counseling

The *Journal of Professional Counseling: Practice, Theory, and Research* is TCA's official journal. A bi-annual publication, the *Journal* is primarily technical and includes in-depth, researched articles. The *Journal* is abstracted online through EBSCO making it available to virtually every college and university library in the United States. It is also mailed to all TCA members.



### INSIDE FRONT COVER Ad

5 W x 7.5 H (in) - b&w

1 issue: \$620

2 issues (per issue): \$560

### INSIDE BACK COVER Ad

5 W x 7.5 H (in) - b&w

1 issue: \$545

2 issues (per issue): \$490

### FULL PAGE Ad

5 W x 7.5 H (in) - b&w

1 issue: \$400

2 issues (per issue): \$360

- *Journal* Ads placements are only available in Black and White.
- *Journal* Ad artwork: 300 dpi, .jpg, .pdf or .eps, b&w
- ***Journal* Ads are only available in January and July**



Discount for  
TCA Members.  
See reverse.

# FY2016 SCHEDULES • TCA Publications

TCA Publications are sent to all 7,200 association members. Ad space is available on a first-come first-served basis. Ads are billed after the publication is sent/mailed. Submit ad artwork to [Robin@txca.org](mailto:Robin@txca.org).



## eMembership Update / \*\*Guidelines

### \*\*JULY - 2015

Ad Deadline: JUN 29  
Guidelines Sent: JUL 15

### AUGUST - 2015

Ad Deadline: JUL 27  
eUpdate Sent: AUG 17

### SEPTEMBER - 2015

Ad Deadline: AUG 31  
eUpdate Sent: SEP 21

### \*\*OCTOBER - 2015

Ad Deadline: SEP 28  
Guidelines Sent: OCT 12

### NOVEMBER - 2015

Ad Deadline: OCT 26  
eUpdate Sent: NOV 16

### DECEMBER - 2015

Ad Deadline: NOV 23  
eUpdate Sent: DEC 14

### \*\*JANUARY - 2016

Ad Deadline: DEC 18  
Guidelines Sent: JAN 18

### FEBRUARY - 2016

Ad Deadline: JAN 25  
eUpdate Sent: FEB 15

### MARCH - 2016

Ad Deadline: FEB 29  
eUpdate Sent: MAR 14

### \*\*APRIL - 2016

Ad Deadline: MAR 28  
Guidelines Sent: APR 18

### MAY - 2016

Ad Deadline: APR 25  
eUpdate Sent: MAY 16

### JUNE - 2016

Ad Deadline: MAY 29  
eUpdate Sent: JUN 13

\*\* (Months that Guidelines is published.)

Submit ad artwork to:  
[Robin@txca.org](mailto:Robin@txca.org)

Submit ad payment to:  
Texas Counseling Association  
ATTN: Accounting Dept.  
1204 San Antonio, Suite 201  
Austin, TX 78701



All current TCA Members receive a 20% discount on eUpdate, Guidelines and Journal Ad placements.

## Journal of Professional Counseling Practice, Theory, & Research

WINTER/SPRING - 2016  
Ad Deadline: NOV 6, 2015  
Journal Mailed: JAN 2016

SUMMER/FALL - 2016  
Ad Deadline: MAY 6, 2016  
Journal Mailed: JUL 2016

## Advertising Benefits

- **A Large Audience:**  
Publication ads offer direct access to all 7,200+ members of TCA.
- **A Strong Variety:**  
TCA members hold a master's or doctoral degree, and work across a number of practice settings.
- **A Useful, Shared Tool:**  
Our publications are timely and enjoy a solid pass-along readership.
- **Perfect Personalization:**  
We offer three ad options to best promote your product or resource, as well as discounts for members, or on multiple ad placements.

