

Advertising with the Alabama Psychiatric Physicians Association

What can APPA do for you?

The Alabama Psychiatric Physicians Association is the only organization in the state reaching out to Alabama's psychiatric physicians and their practice managers.

With more than 250 active members, APPA is a growing organization believing in fluid communication through a traditional newsletter, *The Freudian Slip*, as well as a redesigned website to keep members in touch and up-to-date on the latest information.

That's great news for you as an advertiser!

The Freudian Slip

The newsletter, *The Freudian Slip*, is a professionally designed, biweekly newsletter e-mailed to all APPA members.

That's a potential 250 people viewing your ad in every issue.

alabamapsych.org

If you're not online, then you're invisible... and you're missing a huge opportunity to reach a vast audience.

These days, we are reaching vast audiences online in a fast-paced world. Our "gimme-that-now" hurried lifestyles often allow for just enough time to log online to grab snippets of information before we dig our heels back into our daily workload.

APPA's website, alabamapsych.org, includes a section called Classifieds to make your advertising easy to find.

As a bonus, when new ads are placed in the Classifieds section, a post is placed on the Home page so members and other viewers will know instantly by the Recent Posts sidebar.

The package

Advertising with APPA is a two-fold process — **print** and **online**. We make sure all your bases are covered to give you the best exposure possible.

APPA's advertising package includes a one-month, 50-word, text-only ad online and in the newsletter for **\$175**.

Copies of *The Freudian Slip* newsletter and online classified ads will be enclosed with your invoice as proof of advertising.

Advertising may be renewed or canceled at the end of the month.

Questions?

Please contact Charlotte Morris, at (334) 954-2531 or cmorris@alamedical.org

The agreement

Advertising with APPA includes **print** and **online** ads. APPA's advertising package includes a one-month, 50-word, text-only ad online and in the newsletter for **\$175**. APPA reserves the right to reject any advertising. Checks should be made payable to APPA and mailed to APPA, c/o Charlotte Morris, 19 S. Jackson Street, Montgomery, AL 36102.

Company Name _____

Contact Name _____

Phone _____ Fax _____ E-mail _____

Mailing Address _____

City/State/Zip _____

Ad Content _____

Signature _____ Date _____

Printed name _____