



DIGITAL ADVERTISING



2024

**CALIFORNIA ASSOCIATION OF SCHOOL
PSYCHOLOGISTS**

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ABOUT US



At the California Association of School Psychologists (CASP), we empower school psychologists and Licensed Educational Psychologists (LEPs) to strengthen educational systems and the people they serve. As a 70+ year-old professional association with over 2,000 members, CASP is the hub for professional growth, networking, and support tailored to school psychologists and LEPs.

Current Opportunities

Weekly Email ~ CASP Today ~ Job Postings ~ Surveys ~ Social Media

Advertising with CASP gives you access to practicing school psychologists, LEPs, administrators, and school psychology students throughout the state and *beyond*. We also offer package deals and volume discounts to CASP members! Contact Kendall Bare (kendallb@casponline.org) with any inquiries.

WEEKLY EMAIL



Our weekly Thursday emails go out to over 8,000 subscribers list with relevant professional news, career development opportunities, and other resources. Your ad will be the *only* ad included in the email, ensuring views and increasing the likelihood of click-throughs. First come, first serve.

**Members: \$68
per email**
**Nonmembers: \$89
per email**

About CASP Today

CASP Today, the quarterly newsletter of CASP, reaches over 2,000 school psychologists and LEPs. It is filled with timely articles and industry-relevant information. *CASP Today* offers the best opportunity to reach school psychologists to advertise your products and services. Don't delay in securing your spot for the next issue!

Sponsored Content

We'll print your article or testimonial promoting your brand as part of *CASP Today*, marked as sponsored content at the bottom of the page (3 pages max, 1 image per page limit). **Please be sure to send your image as PDF-sized 100%.**

Members: \$319 per page

Non-Members: \$399 per page

Submission Deadlines

Spring 2024 Issue

March 22, 2024

Summer 2024 Issue

June 28, 2024

Fall 2024 Issue

September 6, 2024

Winter 2025 Issue

December 15, 2024

AD Dimensions	AD Rates	Corporate Members 20% Off
Full Page: 8" x10.125" vert	\$649	\$519
Half Page: 8" x 5" horiz	\$539	\$429
2/3 Page: 5.25" x 10.125" vert	\$489	\$389
1/3 Page: 2.5" x 10.125" vert	\$439	\$349
1/3 Page: 5.25" x 5" square	\$439	\$349

JOB POSTINGS



List your job opening with CASP. Reach our 7,500+ mailing list to attract qualified candidates. Listed on our member-exclusive job board and in our weekly email for four weeks.

**Members: \$59
per job posting**
**Nonmembers: \$79
per job posting**

SURVEYS



Need to conduct research for your graduate program? Let CASP lend you the spotlight! By submitting your survey to CASP, you will receive:

- Advertisement of your survey in four of our weekly emails
- One promotional social media post on all three of our channels (Facebook, Twitter, and LinkedIn)
- Placement on our website for four weeks in a special survey section

**Members: \$75
per survey
Nonmembers:
\$150 per survey**

SOCIAL MEDIA



Reach our growing social media base with your brand! We'll post your content including articles, events, images, videos, & more! We'll post on the day you'd like at the time you'd prefer. Reports of your post's success are available upon request. For a small fee of \$15 plus the cost, we can also purchase boost your ad on Facebook and Instagram.

**Four-Channel Post
Facebook, Instagram,
Twitter, and LinkedIn
Members: \$69
Nonmembers: \$89**

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