Digital Advertising
2023-2024

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Sacramento, CA, 95834
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www.casponline.org
School psychologists strive to improve the educational experience for all children. They are the school-based experts on many issues including school violence, special education, learning disabilities, & school & community-linked children’s health services. The California Association of School Psychologists is a 70+ year old professional association with around 2,000 members. We provide continuing professional development through regional training programs & an annual convention. Publications of the Association include a quarterly newsletter CASP Today & a quarterly, peer-reviewed research journal Contemporary School Psychology.

Learn about these advertising opportunities with CASP!

- Email
- CASP Today
- Job Postings
- Social Media

Advertising with CASP gives you access to practicing school psychologists and other school personnel, administrators, private practice, and school psychology students throughout the state. (We also offer package deals and volume discounts.)

Contact kendallb@casponline.org with any inquiries.
Our weekly emails go out to our 7,500+ list with relevant professional news, 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
Non-members: $89 per email

Sponsored Emails

**Targeted:**
We will send your email to a list sorted by CASP Region or membership status or both!

Members: 20 cents per address
Non-members: 25 cents per address

**Non-Targeted:**
Sent to our full list, about 7,500 addresses
Members: $799
Non-Members: $999
CASP Today, the quarterly newsletter of the California Association of School Psychologists, reaches around 2,000 school psychologists. It is filled with informative articles and important information for the school psychologist. CASP Today offers the best opportunity to reach school psychologists in California to advertise your products and services. Place your ad in the next issue!

New Offer!

**Sponsored Content**

We’ll print your article, testimonial, or listicle promoting your brand as part of CASP Today, marked as sponsored content at the bottom of the page.

(3-page max, 1 image per page limit)

**Members:** $319 / page

**Non-Members:** $399 / page

*Please be sure to send your images as PDF sized 100%. InDesign and JPGs are acceptable, but PDFs are preferred.*

**Submission Deadlines:**

- **Fall 2023 Issue**
  - September 1
- **Winter 2024 Issue**
  - December 15
- **Spring 2024 Issue**
  - March 22
- **Summer 2024 Issue**
  - June 28

<table>
<thead>
<tr>
<th><strong>Ad Dimensions</strong></th>
<th><strong>Ad Rates</strong></th>
<th><strong>Corporate Member 20% Off</strong></th>
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<tr>
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<td>$519</td>
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<td>Half Page: 8” x 5” horiz</td>
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<td>1/3 Page: 5.25” x 5” square</td>
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List your job opening with CASP. Reach our 7,500+ mailing list to attract qualified candidates!

**Boosted**

Listed on our website and advertised in our weekly email for 4 weeks

*Members* - $59

*Non-Members* - $79

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**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, and afterwards we will provide a report on your post’s performance. For a small fee of $15 plus the cost, we can also purchase an ad campaign on each platform with your content.

**Four Channel Post**

Facebook, Twitter, Instagram & LinkedIn

*Members* - $69

*Non-Members* - $89

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**Our Audience**

*As of June 2023*

- Facebook: 2,965
- Twitter: 1,200
- LinkedIn: 574
- Instagram: 1,040