Digital Advertising
2021-2022

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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 over 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
Weekly Email Ads

Our weekly emails go out to our 5,000 plus 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: $60 per email
Non-members: $75 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 5,000 addresses.

Members: $799
Non-Members: $999
CASP Today, the quarterly newsletter of the California Association of School Psychologists, reaches over 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:**

- Winter 2021 Issue
  - December 18th
- Spring 2022 Issue
  - March 25th
- Summer 2022 Issue
  - June 17th
- Fall 2022 Issue
  - August 19th

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**Ad Dimensions**

<table>
<thead>
<tr>
<th>Ad Dimensions</th>
<th>Ad Rates</th>
<th>Corporate Member 20% Off</th>
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</thead>
<tbody>
<tr>
<td>Full Page: 8” x 10.125” vert</td>
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<td>$500</td>
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<tr>
<td>Half Page: 8” x 5” horiz</td>
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<td>$420</td>
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<tr>
<td>2/3 Page: 5.25” x 10.125” vert</td>
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<td>$380</td>
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<td>1/3 Page: 2.5” x 10.125” vert</td>
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<tr>
<td>1/3 Page: 5.25” x 5” square</td>
<td>$425</td>
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CASP 2021-2022 Advertising
Job Postings

List your job opening with CASP and reach our 2,000+ membership to increase your chances of attracting qualified candidates!

Gold
Website, pinned to the top & advertised in our weekly email for 4 weeks
- Members - $47
- Nonmembers - $59

Silver
Website, pinned to the top for 4 weeks
- Members - $15
- Nonmembers - $19

Bronze
FREE (Website Only)
Social Media

Reach our growing social media base (2,700+ followers on Facebook & 1,000+ on Twitter) with your brand! We’ll post your brand-promoting 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.

One Channel
(Facebook or Twitter, buyer’s choice)
Member: $39 / Non-Member $49

Two Channels
(Facebook and Twitter)
Member: $55 / Non-Member $69

Three Channels
(Facebook, Twitter, and LinkedIn)
Member: $55 / Non-Member $69