The E-News open rate is 62%.

More than 3,900 members forward their E-News to someone else.
Published quarterly, *Go With That* magazine is written by practicing EMDR therapists, trainers, and approved consultants for active EMDR therapist members. The content is rich in research and offers practical advice and tips for 11,000+ EMDRIA members.

- Our pass-along rate is 37%.
- 55% of our readers permanently archive the magazine for a year or more.
- Almost half of our readers determine, authorize or approve products and services.

**Magazine Vision**

To foster healing, health, and hope by defining, disseminating, and promoting standards and innovations in EMDR therapy and trauma-informed care.

**Target Audience**

Members who want to stay current with knowledge and developments in the field of EMDR therapy and to enhance their credibility in the field. We support members through education and informational materials they can use with current and prospective clients as well as with colleagues who may refer clients for EMDR therapy.

Our readers consist of two types: counselors who are new to EMDR therapy and interested in learning how to use their newly acquired training. Readers are also seasoned psychologists, psychotherapists, licensed social workers, therapists and counselors who have practiced EMDR therapy for several years and feel comfortable knowing EMDR therapy.
AUDIENCE
EMDR International Association is a membership organization of mental health professionals dedicated to the highest standards of excellence and integrity in EMDR therapy.

REACH
Reach more than 11,000 members through our monthly e-newsletter and quarterly printed and digital magazine.

E-NEWSLETTER ADVERTISING RATES

<table>
<thead>
<tr>
<th>Standard, 1x</th>
<th>Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td></td>
<td>$150</td>
<td>$275</td>
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<tr>
<td>Standard, 3x*</td>
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<tr>
<td>Standard, 12x</td>
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<tr>
<td>Footer Banner, 1x</td>
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<td>Footer Banner, 12x</td>
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*consecutive issues must be in calendar year

Advertising Deadline for monthly E-News: The first day of each month.

E-News advertising specs:
- Standard Ad: JPG/PNG or GIF file formats only. Dimensions: 250 x 250 pixels
- Footer Ad: 2 images required (one for desktop and one for mobile), JPG/PNG or GIF file formats only. Desktop version dimensions are 700 x 200 pixels and mobile is 500 x 100 pixels.
- The URL for your ad link
<table>
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<tr>
<th>Ad Type</th>
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<td>Full Page Ad, 1X</td>
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<tr>
<td>Full Page Ad, 4X</td>
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<tr>
<td>Half Page Ad, 1X</td>
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<tr>
<td>Half Page Ad, 4X</td>
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**Winter 2022**
Ad space closes January 4, 2022
Artwork due January 21, 2022

**Spring 2022**
Ad space closes April 1, 2022
Artwork due April 21, 2022

**Summer 2022**
Ad space closes July 5, 2022
Artwork due July 26, 2022

**Fall 2022**
Ad space closes October 4, 2022
Artwork due October 25, 2022

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**CONTACT**

Kim Howard, CAE
Director of Communications & Marketing
khoward@emdria.org
GO WITH THAT ADVERTISING SPECS

FULL Page (with Bleed)
8 x 10" (8.5 x 10.5" with bleed)
Recommendation: No text/valuable content outside 7.5 x 9.5"

FULL Page (no Bleed)
6.75 x 8.5"

1/2 Page Horizontal
6.75 x 4.25"

1/2 Page Vertical
3.375 x 8.5"

All ads should be:

- 300 dpi at the correct size
- CMYK (not RGB)
- ALL linked/embedded support files should be converted to CMYK
- Convert all fonts to art/outlines
- Preferred file formats: .PDF, .AI (embed all linked files), .TIF, .EPS

EMDRIA Publication Advertising Policy

- Annual conference advertisements are acceptable if the event is not within 60 days before or after our annual conference.
- Educational offerings must be approved for EMDRIA credit. Details can be found at www.emdria.org/emdr-training/emdria-credit-provider/.
- Membership advertising is prohibited.

CONTACT
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