

Mental Health

emdria
EMDR International Association

*2023
Media*

K I T

E - News

*Go With That Magazine
Let's Talk EMDR Podcast*

www.emdria.org



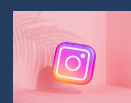
3,142 K



38,160



3.28 K



4.41 K

E-NEWS AD EXAMPLES



Annual Conference Early Bird Registration Pricing Ends September 30

Early bird registrants save \$50 on their conference registration. Join your colleagues for the 2021 Virtual Annual Conference in November that includes live speaker access after the session is finished. This year's conference features:

- 38+ sessions
- A new Spanish track
- 78 hours of Continuing Education, and
- 90+ days of post-event access for earning CEs

[Click here](#) to see our speakers, topics or to register.

Member Tip: Accessing your EMDRIA 2020 Virtual Conference CEU Certificates

Please follow the steps:

1. Visit www.pathlms.com/emdria
2. Sign in (top right) with your EMDRIA account login information.

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EMDRIA Communities: Patient Privacy

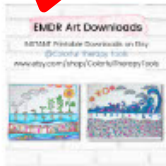
Patient privacy is a real issue for practicing therapists and is taken seriously in the communities. Sometimes you need to reach out to your colleagues for advice concerning a specific case or a much-needed referral.

The [online communities](#) are a great place to turn to reach a large or particular group of professionals with your inquiry. We don't need to provide an overview of HIPPA guidelines to trained professionals. Still, it is essential to note that while the EMDRIA communities are open only to members, what a member posts can be easily shared elsewhere.

So how much can you reveal? Some members recommend using an age range and not the specific age of a client. Also recommended is naming a region or area as opposed to a particular town or city. The [Code of Conduct](#) states that should you submit personal information, including personal health information, regarding a patient or other third party, you are responsible for ensuring that such third parties have been informed of and have given their consent, to the extent required by law, to the disclosure of their personal information.

EMDRIA staff can moderate posts in line with the code of conduct, but it is up to you to protect the privacy of your patients and referrals. Remember that the Reply to Individual option is available. You can always backchannel to discuss in more detail privately with an individual.

In [EMDRIA communities](#), we hope that you obtain the advice that you need. **Please make sure that you login to access this member-only resource.**



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Standard Ad

3. In the page that load next (Home page), under the Content Tab, select the arrow on the left of EMDRIA Virtual Conference 2020.
4. Select each day.
5. Access your CEU certificates from there.

Scholarship Deadline for Virtual Conference is September 15

The deadline to apply for a scholarship to attend the 2021 Virtual Annual Conference is fast approaching. [Click here](#) to review the requirements or apply.



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A Resource You Need: Building Your EMDR Practice Toolkit

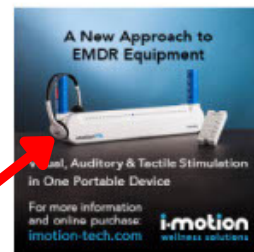
Are you new to EMDR therapy? Or, do you need information about how to build your practice? Our [Building Your EMDR Practice Toolkit](#) contains valuable information for you such as:

1. EMDR Client Tools
2. Our Intro to EMDR Therapy YouTube video with how-to directions and coding you can use to embed the video on your website.
3. EMDR Therapist Tools

Please make sure that you login to access this member-only resource.



Footer Banner Ad



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EMDR International Association
7000 N Mo Pac Expy, Ste 200
Austin TX, 78731-3013
info@emdria.org
512-451-5200

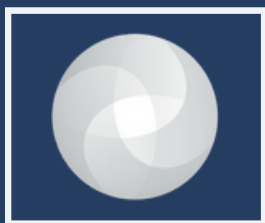
QUICK LINKS:
[EMDRIA Website](#) | [Online Community](#)
[Coronavirus Clinical Resources](#)

COMMUNICATION PREFERENCES:
[Update Your EMDRIA Email Preferences](#)
[Unsubscribe](#)



Ad placement varies each month based on quantity.

- The E-News open rate is 62%.
- More than 3,900 members forward their E-News to someone else.



Media

KIT

E - News

www.emdria.org/publications-resources

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 13,000 members through our monthly e-news, quarterly printed and digital magazine, and bi-monthly podcast.

E - NEWS ADVERTISING RATES

	Member	Non-Member
Standard, 1 x	\$200	\$325
Standard, 3 x *	\$300	\$425
Standard, 12 x	\$1,300	\$1,500
Footer Banner, 1 x	\$300	\$425
Footer Banner, 3 x *	\$700	\$825
Footer Banner, 12 x	\$2,500	\$2,700

*consecutive issues must be in calendar year

Advertising Deadline for monthly E-News: The first day of each month.
Advertising is subject to EMDRIA approval.

E-News advertising specs:

- Standard Ad: JPG/PNG or GIF file formats only. Dimensions: 250 x 250 pixels
- Footer Ad: 2 images are 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



Published quarterly, *Go With That* magazine is written by practicing EMDR therapists, trainers, and approved EMDR consultants for active members. The content is rich in research and offers practical advice and tips for 13,000+ 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.

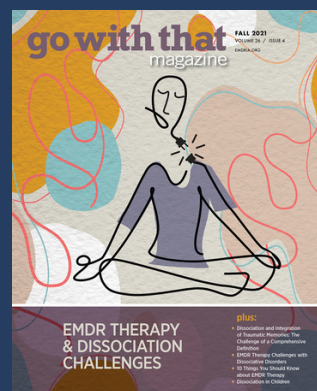
Magazine Vision

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: clinicians 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.



GO WITH THAT MAGAZINE AD EXAMPLES

COUNSELOR'S CORNER

Counselor's Corner

The answers below are a sampling of replies to a post in the EMDRIA Approved Consultant's online community ~~that was posted on~~ October 15, 2020. To view the entire discussion, create your profile or join one of our 19 online communities or Special Interest Groups (SIGs). Please visit www.emdria.org/emdria-community.

Question: What types of interventions are available to reduce a client's fear about processing trauma?
– Camille Cunningham, LMFT, ATR, EMDRC, EAC

Answers: Returning to the basics, the first issue is to explore the nature of the client's fear. Is the fear realistic? Is the fear based on past experiences in which reprocessing left the

client overwhelmed and unable to function? Is the fear based on misinformation or lack of information? Is the fear associated with another, early memory? Is a pre-reflective fear associated with another part of the personality that is developmentally fixated? Various examples could be offered to illustrate these and other fears that can arise. Each would lead to a different choice for

how to address and resolve the fear. How can a technique be selected without an understanding of the nature of the fear in the context of a case formulation? Any intervention should be selected based on the nature of the issue.

Andrew Leeds, Ph.D.

I target the fear of doing EMDR therapy work and set up the protocol around the fear. What is the picture of your worst fear doing this (e.g. I'll go crazy and end up in the hospital. I'll hurt someone, etc.); N/C; P/C, etc., and the client generally works it out that way. Then we start the original trauma target.

Helen Orton, M. Ed.




The advertisement features a dark blue background with a faint image of a pen and paper. On the left, the text "EMDRIA" is underlined in white, followed by "OnDemand" also underlined in white. Below this, an orange bookmark icon is positioned to the left of a list of three items: "Discounts for members", "New courses added", and "View content from the 2018 & 2019 EMDRIA Conference". To the right of the text is a circular orange frame containing a photo of a woman with dark hair, wearing a patterned top, sitting and using a laptop. At the bottom left of the graphic, the URL <https://www.emdria.org/emdr-training-education/continuing-education/emdria-on-demand/> is displayed in white.

GO WITH THAT MAGAZINE AD EXAMPLES

EMDRIA Member
Practice Resources -
Available Online

**STAY INFORMED, WELL-
PREPARED, AND WELL-
CONNECTED**



- Coronavirus Clinical Resources
- Building Your EMDR Practice Toolkit
- EMDR Consultation Toolkit
- Military Toolkit &
- EMDR Early Intervention

www.emdria.org/publications-resources/practice-resources/

Half-page Vertical Ad Sample
Note: Ad size is NOT to scale



Media

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Go With That magazine

www.emdria.org/publications-resources

	Member	Non-Member
Full Page Ad, 1X	\$800	\$1,000
Full Page Ad, 4X	\$2,700	\$3,700
Half Page Ad, 1X	\$500	\$700
Half Page Ad, 4X	\$1,500	\$1,900

Winter 2023

Ad space closes January 4, 2023

Artwork due January 20, 2023

Spring 2023

Ad space closes March 31, 2023

Artwork due April 20, 2032

Summer 2023

Ad space closes July 5, 2023

Artwork due July 26, 2023

Fall 2023

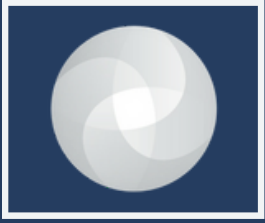
Ad space closes October 4, 2023

Artwork due October 25, 2023

The print magazine is mailed to all EMDRIA members in the U.S.A. All members have access to the digital edition.

CONTACT

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Director of Communications & Marketing
khoward@emdria.org



Media

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Go With That magazine

www.emdria.org/publications-resources

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 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 or fund solicitation is prohibited.



Media
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Let's Talk EMDR Podcast

www.emdria.org/letstalkemdrpodcast

Let's
Talk
EMDR
The EMDRIA Podcast

emdria

Distributed to more than 13,000 EMDRIA members, and the public, each episode features EMDR therapists and innovators who discuss protocols and treatment approaches to treating trauma. We match the guest expert with any awareness months that are applicable to explore various populations and diagnoses.

Sponsorship includes host-read Ads

10-second pre-roll*
30-second post-roll**

Member

\$2,000 per episode

Non-Member

\$3,000 per episode

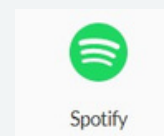
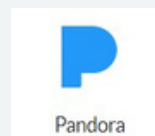
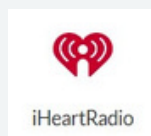
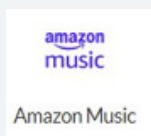
Episodes are published twice a month, on the 1st and 15th. Ad messages are subject to EMDRIA approval. Social media exposure includes one EMDRIA post when the episode is live. We do not mention the sponsor in these posts.

One advertiser per episode. Advertiser script file deadlines are 15 days before the episode launch date. The host will read your ad at the podcast's beginning and end.

* Brought to you by XYZ Company

**90 words or less (30-second roll). Premade payments only.

Distributed across major platforms including:



CONTACT

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khoward@emdria.org