



emdria  
EMDR International Association

# 2024 Media KIT

reduction  
emotion  
typically  
vividness  
method  
stimulation  
bilateral  
treatment  
positive  
effective  
memory  
simultaneously  
anxiety  
emotion  
symptoms  
psychotherapy  
recover  
associated  
help  
chronic  
ptsd  
therapy  
trauma  
reproduction  
focus  
supports  
encourages  
pain  
structured  
memories  
disorders  
researched  
ocd  
movements  
ongoing  
proven  
experiencing  
outcome  
clinical  
showing  
desensitization  
helpful  
eye  
people



*E - News*  
*Go With That Magazine*  
*Let's Talk EMDR Podcast*

[www.emdria.org](http://www.emdria.org)



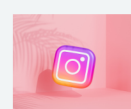
3,142 K



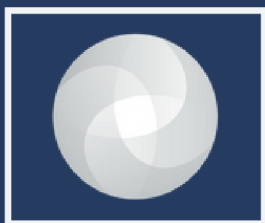
40,000



5.89 K



7,081 K



# Media

## KIT

E - News

[www.emdria.org/publications-resources](http://www.emdria.org/publications-resources)

## AUDIENCE

EMDR International Association is a membership organization of 15,000+ mental health professionals dedicated to the highest standards of excellence and integrity in EMDR therapy.

## REACH

Reach 15,000+ 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	\$300	\$425
Standard, 3 x *	\$500	\$725
Standard, 12 x	\$1,900	\$2,500
Footer Banner, 1 x	\$500	\$725
Footer Banner, 3 x *	\$800	\$925
Footer Banner, 12 x	\$3,000	\$3,500

\*consecutive issues must be in calendar year

**Advertising Deadline for monthly E-News is the first day of each month. Advertising is subject to EMDRIA approval. Prepayments only.**

### E-News advertising file 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. The desktop version dimensions are 700 x 200 pixels, and the mobile is 500 x 100 pixels.
- The URL for your ad link

# 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](http://www.pathlms.com/emdria)
2. Sign in (top right) with your EMDRIA account login information.

Paid Advertisement

Paid Advertisement

Paid Advertisement

## EMDRIA Communities: Patient Privacy

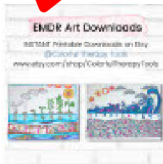
Patient privacy is a real issue for practicing therapists and is taken seriously in the communities. Sometimes you need to reach out to your colleagues for advice concerning a specific case or a much-needed referral.

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.**



Paid Advertisement

## 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.



Paid Advertisement

## A Resource You Need: Building Your EMDR Practice Toolkit

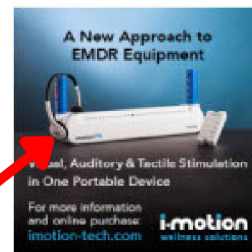
Are you new to EMDR therapy? Or, do you need information about how to build your practice? Our [Building Your EMDR Practice Toolkit](#) contains valuable information for you such as:

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



Paid Advertisement



EMDR International Association  
7000 N Mo Pac Expy, Ste 200  
Austin TX, 78731-3013  
[info@emdria.org](mailto: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 66%.
- More than 4,000 members forward their E-News to someone else.

Published quarterly, **our award-winning** *Go With That* magazine is written by practicing EMDR therapists, trainers, and approved consultants for active members. The content is rich in research and offers practical advice and tips for **15,000+ EMDRIA members**. Our digital edition remains accessible on our website.



According to our **2023 Membership Survey**:

- **85% of members** are extremely satisfied with *GWT* and rank it as the **#1 member benefit**
- **74% of members** use *GWT* as an EMDR therapy resource for their practice
- 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 and colleagues who may refer clients for EMDR therapy.

## Reader Profile

GWT readers are member clinicians new to EMDR therapy and interested in learning how to use their newly acquired training and members who 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.





Media

KIT

Go With That magazine

[www.emdria.org/publications-resources](http://www.emdria.org/publications-resources)

	Member	Non-Member
Full Page Ad, 1X	\$900	\$1,100
Full Page Ad, 4X	\$3,000	\$4,000
Half Page Ad, 1X	\$600	\$800
Half Page Ad, 4X	\$2,000	\$3,000

#### Winter 2024

Ad space closes January 4, 2024

Artwork due January 19, 2024

#### Spring 2024

Ad space closes March 29, 2024

Artwork due April 19, 2023

#### Summer 2024

Ad space closes July 5, 2024

Artwork due July 26, 2024

#### Fall 2024

Ad space closes October 4, 2024

Artwork due October 25, 2024

EMDRIA mails the print magazine to all EMDRIA members in the U.S.A. All members have access to the digital edition at [www.emdria.org/publications-resources/go-with-that-magazine](http://www.emdria.org/publications-resources/go-with-that-magazine).

## CONTACT

Kim Howard, CAE  
Director of Communications & Marketing  
[khoward@emdria.org](mailto:khoward@emdria.org)



*Media*

**KIT**

Go With That magazine

[www.emdria.org/publications-resources](http://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"

### **Advertising File Requirements**

- 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**

- Conference advertisements are acceptable if the event is not within 60 days before or after our annual conference or summit.
- Educational offerings must be approved for EMDRIA credit. Details can be found [here](#).
- Membership advertising or fund solicitation is prohibited.

## 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](http://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 a book. 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 three white text items: "Discounts for members", "New courses added", and "View content from the 2018 & 2019 EMDRIA Conference". On the right side, there is a circular orange frame containing a photograph 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 written in white.

**EMDRIA**  
**OnDemand**


Discounts for members  
New courses added  
View content from the 2018 & 2019 EMDRIA Conference

<https://www.emdria.org/emdr-training-education/continuing-education/emdria-on-demand/>

## 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/](http://www.emdria.org/publications-resources/practice-resources/)

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





Media  
KIT

Let's Talk EMDR Podcast

[www.emdria.org/letstalkemdrpodcast](http://www.emdria.org/letstalkemdrpodcast)

Let's  
Talk  
EMDR  
The EMDRIA Podcast

emdria

- 69% of members are satisfied with the podcast, according to the 2023 Membership Survey.
- Distributed to more than 15,000 EMDRIA members and the public.
- Details and episodes can be [found here](#).
- The podcast is averaging 2,000 weekly downloads since its launch in June 2022.

**Sponsorship includes host-read Ads**

**Member**

**Non-Member**

10-second pre-roll\*

30-second post-roll\*\*

\$2,000 per episode

\$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.

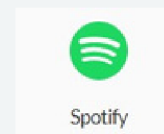
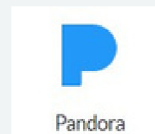
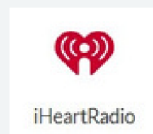
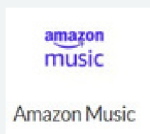
One advertiser per episode. Advertiser script file deadlines are 15 days before the episode launch date. The host will read your ad at the podcast's beginning and end.

\* Brought to you by XYZ Company

\*\*90 words or less (30-second roll).

Prepayments only.

**Distributed across major platforms including:**



## CONTACT

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[khoward@emdria.org](mailto:khoward@emdria.org)