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

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<tr>
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<th>Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>Standard, 1x</td>
<td>$300</td>
<td>$425</td>
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<tr>
<td>Standard, 3x*</td>
<td>$500</td>
<td>$725</td>
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<tr>
<td>Standard, 12x</td>
<td>$1,900</td>
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<tr>
<td>Footer Banner, 1x</td>
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<td>$725</td>
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<td>Footer Banner, 3x*</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 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
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.
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<tr>
<td>Full Page Ad, 1X</td>
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<tr>
<td>Half Page Ad, 4X</td>
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**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.

**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"

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

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.

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/
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
Let's Talk EMDR Podcast
www.emdria.org/letstalkemdrpodcast

- 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**

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<tr>
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<tr>
<td>30-second post-roll**</td>
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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:

- Amazon Music
- Apple Podcasts
- Google Podcasts
- iHeartRadio
- Pandora
- Spotify

**CONTACT**

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