

THE THERAPIST DIRECTORY OF SAN DIEGO

June 2011

Dear Psychotherapist:

Thank you for your interest in advertising in *The Therapist Directory of San Diego*, San Diego's premier online resource for finding a psychotherapist. **The 2011-2012 annual online edition of the directory was released in May 2011.** It is published on the website: www.therapistdirectoryofsandiego.com, which currently receives over **15,000** visits per month. There is a special offer right now: **You are guaranteed to make your money back or receive a second year FREE on the website!**

Therapists have built their practice by advertising in the directory! Advertising in the Therapist Directory of San Diego is a way to: 1) let people know about you and the services that you offer, 2) attract the type of clients with whom you like to work, 3) expand your practice without participating on insurance panels.

Publication

Your ad will be posted on the website within two weeks of receipt and through the end of May 2011. With the online directory you get the benefit of: 1) your ad on its own webpage can be used as your website address and gets listed separately on search engines, 2) your ad can link to your e-mail address and/or homepage, and 3) additional free advertising can be obtained by submitting an article that is posted on the website.

Annual Rates

Website ad – pro-rated amount of \$35/mth thru May 2011 includes 200 words, 4 specialties, 1 photo, 1 e-mail and 1 website link

additional words above 200 - \$1/word
additional specialties above 4 - \$15/each
additional photo above 1 - \$10/each
additional e-mail/website link - \$20/each

Therapy/Support Group listing – one payment of \$75 (\$40 w/ad) includes 20 words

Ads

A standard website ad includes 200 words plus a photo and four specialties. The charge for a larger ad is \$1/word over 200. One primary specialty plus three secondary specialties are listed on the side column of your ad. In a separate section of the directory, your name appears under each of the specialties you selected. You may be listed under more than four specialties for an additional charge of \$15 each. On the website, there are different ways of being listed such as by credential plus an additional option of posting an article. Please submit: 1) a hard copy of your ad showing text in boldface, italics, bullets, etc., 2) a disk with the ad copy saved as a text file or sent via e-mail as an attachment, and 3) a photo, preferably black-and-white, or your photo saved as a 300 dpi tif file or jpg. **Please name your files using your last name only.**

Therapy/Support Group Listing

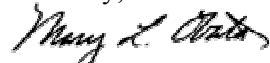
The therapy and support groups are listed on a separate page on the website. The listing can contain a maximum of 20 words of description (or 150 characters w/spaces) not including title, name and phone. There is a charge for additional words above 20 and for a link to another website. The listing can be written on the order form in the space provided.

Photographer Services

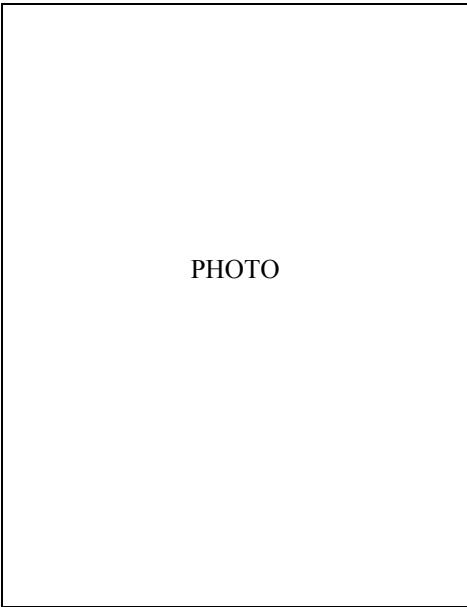
For a photo, I highly recommend the photographer, Ken Randall, at 619-206-8236. He offers a sitting with 30 poses from which to choose on a CD for a very reasonable rate. Many therapists in the directory have used him.

Please submit the ad materials along with the enclosed order form, advertising agreement, and full payment of the total pro-rated advertising fee. The next edition of *The Therapist Directory of San Diego* will be published in May 2012. Please feel free to contact me if you have any questions. I can be reached by phone: (858) 354-0970, fax: (619) 584-4697, or e-mail: therapistdirectory@gmail.com. I hope that your ad will prove to be a worthwhile investment!

Sincerely,



Mary L. Obata
Publisher



PHOTO

FIRST AND LAST NAME, DEGREE/LICENSE
Phone (address and title optional)

THIS IS A SAMPLE half-page ad. A half-page ad can contain up to 200 words, which includes everything but the specialty column. A full-page ad can contain up to 400 words.

The content of the ad is entirely up to you. Feel free to use boldface, italics, bullets, etc. You can present it in the first-person or the third-person. You might want to talk about your experience, your approach, the focus of your practice, or your view of therapy. If you would like help in composing your ad, please ask for assistance.

The material needed for your ad includes: A hard copy of your text and the ad copy saved as an MSWord or text file on a disk or sent via e-mail, a completed order form and advertising contract, a 5" x 7" photo or your photo saved as a tif or jpg file, and full payment of the total advertising fee.

You will be asked to review a posting of your ad on the website and your approval is needed to be added to the main pages. Online publication was in May 2010, and will your ad will be posted until the next publication in May 2011.

(Optional)
 Education: _____
 Certification: _____
 Training: _____
 Hours: _____
 Payment: _____
 Offices: _____

Specialty

Specialty

Specialty

Specialty

SPECIALTIES TO CHOOSE FROM

- | | | | |
|------------------------------|------------------------------|---------------------------------|---------------------------|
| Accelerated Healing | Depression/Anxiety | Menopause | Psychotherapy |
| ADD/ADHD | Divorce | Men's Issues | PTSD |
| Addictions | Divorce Mediation | Military Issues | Relationship Coaching |
| Adolescents | Domestic Violence | Mind/Body Therapy | Relationships |
| Adult Children of Alcoholics | Dream Work | Mindfulness | Remarriage |
| Adults | Eating Disorders | Mindful Parenting | Sandtray Therapy |
| Aging Issues | EMDR | Multicultural Issues | Self-Esteem |
| Alcohol/Drug Abuse | Emotional Freedom Techniques | Natural & Alternative Treatment | Sex Therapy |
| Anger/Fear | Emotionally Focused Therapy | Neurofeedback | Sexual Abuse/Incest |
| Anger Management | Empowerment | Neuropsychological Testing | Sexual Addiction |
| Art Therapy | Energy Psychology | NLP | Sexual Difficulties |
| Assertiveness Training | Equine Experiential Learning | Obsessive Compulsive Disorder | Sexuality |
| Autism Spectrum Disorders | Executive Coaching | Panic/Phobias | Sleep Disorders |
| Bariatric Surgery | Expressive Arts Therapy | Parent/Child | Solution-Oriented Therapy |
| Behavior Problems | Families | Parent Coaching | SoulCollage® |
| Bipolar Disorder | Financial Stress | Parenting | Spiritual Growth |
| Body Centered Therapy | Forensic Evaluations | Peak Performance | Spirituality |
| Brainspotting | Forensic Psychiatry | Personal Growth | Stepfamilies |
| Business Consulting | Gay/Lesbian Issues | Personality Disorders | Stress Management |
| Career Counseling | Geriatrics | Physical Illness | Thought Field Therapy |
| Children | Grief/Loss | Play Therapy | Trauma/Abuse |
| Christian Therapy | Groups | Positive Psychology | Traumatic Brain Injury |
| Chronic Pain | Huntington's Disease | Pre-Marital Counseling | Trichotillomania |
| Chronic/Terminal Illness | Hypnotherapy | Pregnancy/Postpartum Issues | Victims of Crime |
| Codependency | Individuals | Professional Development | Weight Management |
| Cognitive Therapy | Infertility Counseling | Psychiatric Disorders | Women's Issues |
| Communication | Infidelity | Psychiatry | Workplace Issues |
| Compulsive Overeating | Intimacy | Psychoanalysis | |
| Conflict Resolution | Learning Disabilities | Psychoanalytic Psychotherapy | |
| Consultation | Life Coaching | Psychodynamic Psychotherapy | |
| Corporate Consulting | Life Transitions | Psychoeducational Testing | |
| Couples | Marriage Counseling | Psychological Testing | |
| Creativity | Medications | Psychopharmacology | |
| Custody/Co-Parenting | Meditation | Psychospiritual Development | |

THE THERAPIST DIRECTORY OF SAN DIEGO

ORDER FORM

Advertiser _____ Contact _____

Business Address _____

Geographical Location of Office(s) _____

Billing Address _____

Business Phone _____ Fax _____

Cell Phone _____ E-mail _____

() Website Ad (\$35/mth pro-rated) \$ _____ () Add'l Specialties above 4 (\$15 ea) \$ _____

- add'l words over 200 (\$1/word) \$ _____ () Add'l Photo or Logo scan (\$10 ea) \$ _____

() Therapy Group (\$75 ea or \$40 w/ad) \$ _____ () Add'l E-mail/Website Link (\$20 ea) \$ _____

- add'l words over 20 (\$1/word) \$ _____

Specialties for Ad (1) _____ (2) _____ (3) _____

(4) _____ Add'l Specialties _____

E-mail Address for Ad _____ Website Link _____

Therapy/Support Group Listing – max. 20 words (or 150 characters w/spaces) for description not including title, name and phone _____

Special Instructions _____

How did you find out about the directory? _____

Total Advertising Fee (pro-rated at \$35/mth thru May 2012) \$ _____

Total Paid \$ _____

() Payment by Check (*Please make check payable to: TDSD*) Check # _____

() Payment by Visa/MasterCard

Account # _____ Exp. date _____

3-digit security code on back of credit card _____

Name on credit card _____

Billing address of credit card (if different from above) _____

Signature _____

Please send ad submission, order form, ad contract, and payment to:

The Therapist Directory of San Diego

3680 Moultrie Avenue

San Diego, CA 92117

Ph: (858) 354-0970, Fax: (619) 584-4697

E-mail: therapistdirectory@gmail.com

THE THERAPIST DIRECTORY OF SAN DIEGO

AGREEMENT FOR ADVERTISING

This Agreement is between _____ located at _____ License # _____ hereinafter referred to as "Advertiser," and Mary L. Obata, at 3680 Moultrie Ave., San Diego, CA 92117, hereinafter referred to as "Publisher," in consideration of the promises made herein, agree as follows:

ARTICLE 1. ADVERTISING SPACE

Description

Section 1.01. The Advertiser agrees to use and the Publisher agrees to provide advertising space in the website of "The Therapist Directory of San Diego" ("the Publication"), subject to the terms and conditions of the Agreement. The advertisement inserted shall be on its own webpage. The advertising space shall be used and provided one time.

ARTICLE 2. COSTS AND PAYMENTS

Rates

Section 2.01. The rates for the advertisements referred to herein are as follows:

Website 200-word Ad (\$420/yr or pro-rated \$35/mth)	Add'l Specialties above 4 (\$15 ea)
- add'l words over 200 (\$1/word)	Add'l Photo or Logo scan (\$10 ea)
Therapy Group Listing (\$75 or \$40/ad)	Add'l E-mail/Website Link (\$20 ea)
- add'l words over 20 (\$1/word)	

Billings and Payments

Section 2.02. The Advertiser shall make payment to the Publisher for the advertising when Advertiser places the ad with the Publisher. The total advertising fee is due at the execution of this Agreement. In the event the Advertiser fails to pay for their advertisement, the Publisher shall have the option of declining to publish any advertisement for the Advertiser in that issue and in future issues. In the event the Advertiser no longer wants to advertise after submitting materials, money will be refunded only at the discretion of the Publisher and with possible fees assessed.

ARTICLE 3. SUBMISSION BY ADVERTISER

Submission of Ad

Section 3.01. The Advertiser shall submit the content of the advertising copy. The Publisher shall have the option of declining to publish an advertisement for the Advertiser in that issue. The publisher reserves the right to refuse to publish an advertiser in accordance with any rules the Publisher may now have, or may adopt in the future, concerning acceptance of an advertiser.

Approval of Ad

Section 3.02. The Publisher shall post the ad to the website and notify the Advertiser for approval. The Advertiser shall indicate approval or changes that need to be made within one week. If the advertiser fails to give approval or disapproval, the publisher is not liable for errors or omissions that may have occurred.

Editing Changes to Ad

Section 3.03. Once the ad is posted, the Publisher shall make all formatting changes and correct all errors indicated by the Advertiser at no charge. However, there will be a charge for making any editing changes to the ad after submission by the Advertiser at \$15 for 10 words or less and at an hourly rate of \$60/hour for more extensive changes.

ARTICLE 4. CONTENT AND DESIGN OF ADVERTISING COPY

Content and Design

Section 4.01. The Advertiser will provide the content of the advertising copy. Advertisements will then be designed to fit within the format provided by the Publisher. Advertiser shall have the right to indicate whether the copy will be in boldface, italics, bullets, etc. However, the Publisher reserves the right to reject, alter, or refuse any advertising copy or design, in its sole discretion or disapprove any advertising copy or design in accordance with any rules the Publisher may now have, or may adopt in the future, concerning acceptance of advertising matter, but no change in advertising copy or design will be made without the prior written consent of the Advertiser.

ARTICLE 5. PRINTING ERRORS OF PUBLISHER

Deletion of Advertisement

Section 5.01. In the event any advertisement fails to appear as agreed herein, without the fault of the Advertiser, the Publisher shall not be entitled to payment for that advertising and a refund shall be made to Advertiser within 30 days of publication.

(Please sign below)

Initials _____

Errors and Quality on Website

Section 5.02. The Advertiser is responsible for bringing to the attention of the Publisher any errors or omissions in copy when the Advertiser reviews the ad on the website; otherwise, the Publisher assumes no responsibility for errors. Every attempt will be made to reproduce the ad exactly as given; however, the Publisher will need to modify the ad to conform to the more simplified format available on the Internet. Moreover, the Publisher cannot control for variances in viewing on computers using different resolutions or browsers other than the standard.

ARTICLE 6. GUARANTEE OF PUBLICATION

Publication

Section 6.02. Posting of the ad will begin within one to two weeks of receiving the ad materials, with links provided to the Advertiser’s e-mail or website, if available. The ad will be posted until the next edition of the website is published.

ARTICLE 7. INDEMNIFICATION

Advertiser Responsible for Advertising Copy

Section 7.01. The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published pursuant to this Agreement, and shall indemnify and hold the Publisher harmless against any demands, claims, or liability thereon. The Advertiser shall reimburse the Publisher for any amount paid by the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of publication of advertising copy, and for all expenses incurred in that regard, including, but not limited to, attorney’s fees and costs of litigation.

ARTICLE 8. COMPLIANCE WITH LAW AND INTERPRETATION OF CONTRACT

Force Majeure

Section 8.01. The Publisher shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert or circulate any advertisement provided for herein because of any labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, earthquake, accident, or any act of God, or any other cause beyond the control of the Publisher. In such an event, the Advertiser shall have the option of having the advertisement inserted in a future issue of the Publication on the terms and conditions contained herein or having a refund given by the Publisher for the advertisement not inserted or having a partial refund given by the Publisher for the advertisement circulated less than a period of one year.

Assignment and Delegation

Section 8.02. Neither party may assign any rights or delegate any duties under this Agreement without the express prior written consent of the other.

Entire Agreement

Section 8.03. This writing contains the entire agreement of the parties. No representations other than those expressly set forth in this Agreement were made or relied upon by either party. No agent, employee, or other representative of either party is empowered to alter any of the terms of this Agreement, unless done in writing and signed by both parties.

Controlling Law

Section 8.04. The validity, interpretation, and performance of this Agreement shall be controlled by and construed under the laws of the State of California.

Failure to Object Not a Waiver

Section 8.05. The failure of either party to this Agreement to object to, or to take affirmative action with respect to any conduct of the other which is in violation of the terms of this Agreement shall not be construed as a waiver of any such rights or of any future breach or subsequent wrongful conduct.

EXECUTED ON _____.

PUBLISHER:

ADVERTISER:

Signature

Signature

Print Name