



California Association of School Psychologists



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ABOUT US

School psychologists strive to improve the educational experience for all children. They are the school-based experts on many issues including school violence, special education, learning disabilities, & school & community-linked children's health services. The California Association of School Psychologists is a 70+ year old professional association with around 2,000 members. We provide continuing professional development through regional training programs & an annual convention. Publications of the Association include a quarterly newsletter *CASP Today* & a quarterly, peer-reviewed research journal *Contemporary School Psychology*.



Learn about these advertising opportunities with CASP!

- Email
- *CASP Today*
- Job Postings
- Social Media

Advertising with CASP gives you access to practicing school psychologists and other school personnel, administrators, private practice, and school psychology students throughout the state. (We also offer package deals and volume discounts.)

Contact

kendallb@casponline.org with any inquiries.



E-MAIL

Weekly Email Ads

Our weekly emails go out to our 7,500+ list with relevant professional news, development opportunities, and other resources. Your ad will be the *only* ad included in the email, ensuring views and increasing the likelihood of click-throughs. First come, first serve.

Members: \$68 per email

Non-members: \$89 per email

Sponsored Emails

Targeted:

We will send your email to a list sorted by [CASP Region](#) or membership status or both!

Members: 20 cents per address
Non-members: 25 cents per address

Non-Targeted:

Sent to our full list, about 7,500 addresses

Members: \$799
Non-Members: \$999

CASP Today

CASP Today, the quarterly newsletter of the California Association of School Psychologists, reaches around 2,000 school psychologists. It is filled with informative articles and important information for the school psychologist. *CASP Today* offers the best opportunity to reach school psychologists in California to advertise your products and services. Place your ad in the next issue!



New Offer!

Sponsored Content

We'll print your article, testimonial, or listicle promoting your brand as part of CASP Today, marked as sponsored content at the bottom of the page.

(3-page max, 1 image per page limit)

Members: \$319 / page

Non-Members: \$399 / page

**Please be sure to send your images as PDF sized 100 %.*

*InDesign and JPGs are acceptable,
but PDFs are preferred.**

Submission Deadlines:

Fall 2022 Issue

August 19

Winter 2022 Issue

December 16

Spring 2023 Issue

March 24

Summer 2023 Issue

June 30

| Ad Dimensions | Ad Rates | Corporate Member 20% Off |
|--------------------------------|----------|-----------------------------|
| Full Page: 8" x 10.125" vert | \$649 | \$519 |
| Half Page: 8" x 5" horiz | \$539 | \$429 |
| 2/3 Page: 5.25" x 10.125" vert | \$489 | \$389 |
| 1/3 Page: 2.5" x 10.125" vert | \$439 | \$349 |
| 1/3 Page: 5.25" x 5" square | \$439 | \$349 |



Job Postings

List your job opening with CASP. Reach our 7,500+ mailing list to attract qualified candidates!

Boosted

Listed on our website and advertised in our weekly email for 4 weeks

Members- \$59

Non-Members - \$79

Standard

Listed on our website

Free!

Social Media

Reach our growing social media base with your brand! We'll post your content including: articles, events, images, videos, & more! We'll post on the day you'd like at the time you'd prefer, and afterwards we will provide a report on your post's performance. For a small fee of \$15 plus the cost, we can also purchase an ad campaign on each platform with your content.

Four Channel Post

Facebook, Twitter, Instagram & LinkedIn

Members - \$69

Non-Members - \$89

Our Audience

As of July 2022

 2,850

 1,200

 400

 550