

the Behavior Therapist



An ABCT tradition, *tBT* has stimulated readers for over 50 years with its cutting-edge and thought-provoking articles on cognitive and behavioral practice, theory, and research, including humor, reviews, training program overviews, clinical dialogues, and news of the field. A publication devoted to work by seasoned clinicians and researchers and students alike, often featuring theoretical debates among pioneers of the field, *tBT* is an excellent educational tool and archive of the field's evolution. Received by all ABCT members (8 times a year), *the Behavior Therapist* is ABCT's most popular publication.

Save 10% when running the same size ad in 8 consecutive issues, or save 5% for same size ad in 4 consecutive issues (applies only to display ads).

Classifieds

Advertisements for positions available and positions wanted are charged at **\$4.00 per line**. Each line contains approximately 42 characters. Proofs are not supplied. Advertisers are invoiced after publication.

Display Advertising

AD SIZE	INCHES (width x depth)	RATE
back cover	7 1/8 x 4 3/8	\$550
full page	7 1/8 x 9 7/16	\$400
2/3 page	4 11/16 x 9 7/16	\$275
1/3 page H	4 11/16 x 4 3/4	\$175
1/3 page V	2 3/16 x 9 7/16	\$150
1/6 page H	4 11/16 x 2 3/16	\$75
1/6 page V	2 3/16 x 4 11/16	\$75
1/2 page V	4 11/16 x 7 1/4	\$250
1/2 page H	7 1/8 x 4 3/4	\$250

ABCT MEMBER SPECIAL: 25% off for ABCT members who purchase a half-page ad: ~~\$250~~ **\$185**

Issue	Insertion Order Deadline	Camera-Ready Deadline
January	December 7	December 14
February	January 7	January 13
March	February 7	February 15
April	March 7	March 15
June	May 9	May 17
September	July 27	Aug. 7
October	September 7	September 14
Winter	November 7	November 16

MECHANICAL REQUIREMENTS

- printing method: offset
- black-and-white
- halftone screening: 133 LPI
- trim size: 8 1/2" x 11"
- binding: saddle stitched
- high-resolution PDF (no transparencies) camera-ready art

All ads may be e-mailed directly to
Stephanie Schwartz, Advertising Manager:
sschwartz@abct.org

Advertising Contact:

Stephanie Schwartz
sschwartz@abct.org
PHONE: (212) 647-1890

full page 7 1/8 x 9 7/16 \$400	2/3 page 4 11/16 x 9 7/16 \$275	1/3-page vertical 2 3/16 x 9 7/16 \$150	1/3-page horizontal 4 11/16 x 4 3/4 \$175
half-page horizontal 7 1/8 x 4 3/4 \$250 \$185.00	1/6-page vertical 2 3/16 x 4 11/16 \$75	1/6-page horizontal 4 11/16 x 2 3/16 \$75	

