

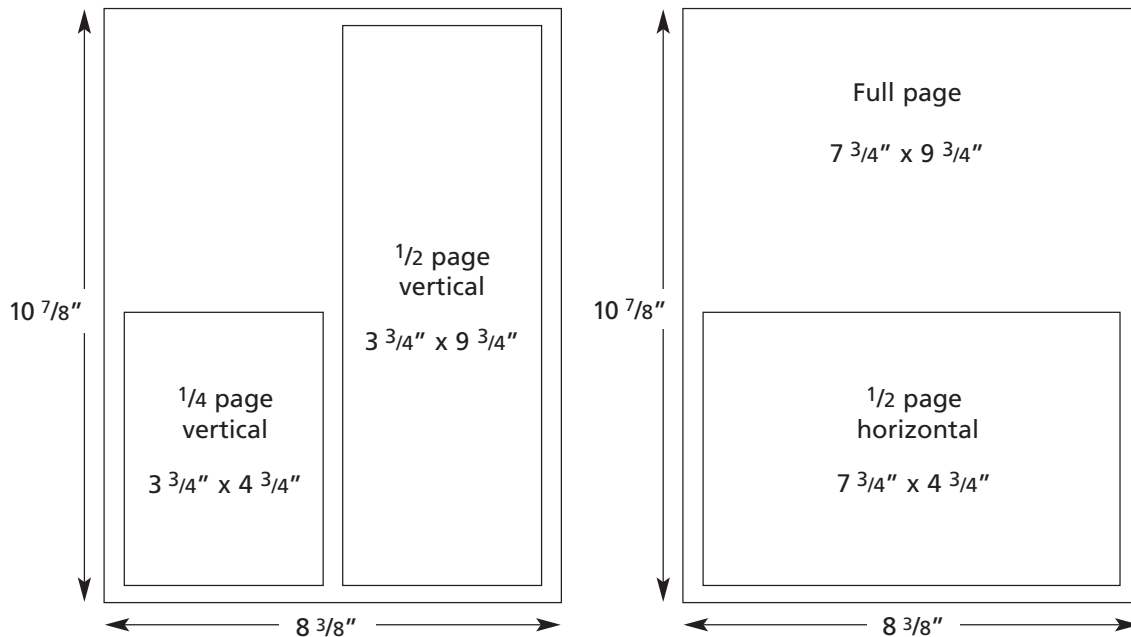
THE 2010 GÜRZE EATING DISORDERS RESOURCE CATALOGUE

*30th Anniversary
Edition*

The most widely circulated publication in the eating disorders field, this resource catalogue is distributed all year long to individuals with eating disorders and their loved ones, at professional conferences, and by thousands of therapists, educators, treatment facilities, and other eating disorders professionals who give copies to their clients.

All catalogue advertisers also receive a link and listing on the "Treatment Centers" page at our website, www.bulimia.com.

Over the past five years, 95% of treatment facility advertisers have renewed their ads.



TRIM SIZE OF CATALOGUE IS 8 3/8" X 10 7/8"

DEADLINE: SEPTEMBER 30, 2009

**DISTRIBUTION: 250,000 COPIES + WEB
MORE THAN 1 MILLION WEB VISITORS PER YEAR!**

CONTACT TO CONFIRM SPACE: Leigh Cohn, Gürze Books (800) 756-7533 or leigh@gurze.net
Upon confirmation, we will send you an invoice.

SEND PAYMENT TO: Gürze Books; PO Box 2238; Carlsbad, CA 92018

PRICES: Full page \$17,850 • Half page \$9,490 • Quarter page \$5,400

SEND ARTWORK TO: Francie Droll at Abacus Graphics; fd@abacusgraphics.com — (760) 724-7750
Contact Francie regarding shipping questions.

ARTWORK SPECIFICATIONS

ELECTRONIC FILES

MEDIA ACCEPTED: MAC or PC compatible as email attachment to: fd@abacusgraphics.com
Also acceptable: CD or DVD disks

FORMATS ACCEPTED:

- PDF preferred with the following specs: CMYK, 300 ppi, no compression; include all fonts; include cropmarks with no bleeds.
- TIF or EPS files are accepted; please be sure to include fonts for EPS files or convert to outlines.
- Quark Xpress 7.5 or earlier; InDesign CS3 or earlier – please include all fonts and images used in the ad.

INFORMATION NEEDED: Advertiser and contact person with phone number and email address.

If you are unable to meet the above requirements, Abacus Graphics will be pleased to assist you with the composition of your advertisement. Any preparation costs will be billed in addition to the space rate.



2010 NEWSLETTERS

*** **NEW ONLINE FORMAT** ***

CONTACT: Leigh Cohn; Gürze Books; (800)756-7533; leigh@gurze.net

THE EATING DISORDERS REVIEW ONLINE

Joel Yager, MD • Editor-in-Chief — Volume 21, 2010

Entering its 21st year of providing current clinical information for eating disorders professionals, this internationally respected newsletter is going through some big changes that will be a benefit to treatment facility advertisers:

- **Bimonthly online format** – Although the newsletter will still be published bimonthly, and the content and editorial board will remain the same, it will be mailed online in an email format. Also, there will be occasional “immediate release” e-mailings with particularly timely articles. *There will no longer be print editions.*

- Treatment Facility Advertisers will be listed alphabetically with links to their website in every e-issue, including the facility’s name, location (optional), and one line of text.

- **Free Circulation 1000% Increase** – The *EDR* will be sent for free by email to more than 10,000 eating disorders professionals (about 100,000 copies will be sent annually with a “forward” encouraging recipients to share with colleagues). *There will no longer be paid subscriptions.*

- **New website: *EatingDisordersReview.com*** – The emails will drive readers to the website to see complete articles, and searchable archives of hundreds of past articles will be available there for free viewing. *Treatment Facility Banner ads will be on every page.*

- The facility’s Banner ad will appear at *EatingDisordersReview.com* in rotation on the home page and on each of the hundreds of article pages at the website (see *Bulimia.com* as an example).

- Additionally, larger wrap-around Banner ads will appear in the text of every article (on a rotating basis).

- **Featuring the *Eating Disorders Recovery Today*** – The lay newsletter will cease print publication, however archives from past issues and intermittent new articles will also be available at *EatingDisordersReview.com* and publicized in the Gürze e-News (22,000 recipients per month).

- The facility Banners and wrap-around ads will appear in rotation for each of these articles, as well.

- **Cross reference from *Bulimia.com*** – Most of the articles currently listed under “Information about Eating Disorders” will be accessed from *EatingDisordersReview.com* article pages (currently over 60,000 views per year).

RATES: \$2500 for one full year – Ads will continue for 12 months and may begin at any time.

TWO FILES REQUIRED

Banner ad: Jpg, gif, or animated gif files at 72dpi; Size: 180px X 62px are accepted.

Wrap-around text ad: Jpg, gif, or animated gif files at 72dpi; Size: 300px X 300px are accepted.

SEND FILES TO: Mark Simmers, Webmaster: Mark@gurze.net

This NEW program begins January, 2010!



2010 INTERNET & E-NEWS ADVERTISING RATES

Effective July 1, 2009 • Contact: Mark Simmers, webmaster; (800)756-7533; mark@gurze.net

WWW.BULIMIA.COM • BANNER RATES

Three treatment facility banners are shown on *every page* and randomly rotate with every click. Our website receives more than *1.2 million visitors per year* who are looking for eating disorders information, treatment options, and resources. They read free articles, buy books, link to organizations and treatment facilities, and much more. *Bulimia.com* also has redirects from many other domains, and we have about 100 affiliates, including full-service bookstores at the National Eating Disorders Association website and others. **Banners are linked to your website.**

RATES: \$275 per month • \$1485 for 6 months (Save 10%) • \$2400 for 12 months (Save 20%)

BANNER FORMAT: Jpg, gif, or animated gif files at 72dpi; Size: 180px X 62px.

EXPOSURE: Averages more than 100,000 per month (over 1.2 million visitors annually)

WWW.EATINGDISORDERSBLOGS.COM • BANNER RATES

Now in its second year, this blog has consistently grown in topics and reader interest, with more than 20,000 visitors per month. It contains ongoing discussions featuring noted authors, such as Karen Koenig (*The "Rules" of Normal Eating*), Jenni Schaefer (*Life Without Ed*), Carolyn Costin (*Eating Disorders Sourcebook*) and other experts in the field. Three treatment facility banners appear on every page in a random rotation in the same manner as *Bulimia.com*. **Banners are linked to your website.**

RATES: \$150 per month • \$810 for 6 months (Save 10%) • \$1440 for 12 months (Save 20%)

BANNER FORMAT: Jpg, gif, or animated gif files at 72dpi; Size: 170px X 59px.

EXPOSURE: Averaged 21,000 per month (250,000 annually)

E-NEWS "FEATURED TREATMENT CENTER"

The Gürze e-News is a monthly newsletter published via email. It is circulated to both professional and lay readers, and contains listings of new book announcements, special offers, conference listings, links to articles, an "Inspirational Corner" with recovery ideas, and more. Every issue also has a "Featured Treatment Centers" section with the facility's name, web banner, contact information, and a description of up to 150 words. In addition to being featured in the email, the eNews is posted on *Bulimia.com* and has a direct link on *EatingDisordersBlogs.com*.

RATES: \$400 per monthly issue. **Space is limited to 2 listings per issue.**

BANNER FORMAT: Jpg, gif, or animated gif files at 72dpi; Size: 360px X 124px. Text: 150 words max.

CIRCULATION: Over 22,000 per issue

PROFESSIONAL E-NEWS "FEATURED TREATMENT CENTER"

The Professional e-News is a bimonthly newsletter published via email specifically for professionals in the eating disorders field. It contains new book announcements, conference updates, news and article links for professionals, and more. Every issue has a "Featured Treatment Centers" section with the facility's name, web address, contact information, and a description of up to 150 words. In addition to being featured in the email, the eNews is posted on *Bulimia.com* and has a direct link on *EatingDisordersBlogs.com*.

RATES: \$250 per monthly issue. **Space is limited to 2 listings per issue.**

BANNER FORMAT: Jpg, gif, or animated gif files at 72dpi; Size: 360px X 124p. Text: 150 words max.

CIRCULATION: Over 7,000 per issue



ADDITIONAL PROGRAMS

THERAPIST DIRECTORY
MAILING LIST RENTAL • SPEAKER'S BUREAU

Effective July 1, 2009

EATING DISORDERS THERAPIST DIRECTORY

Each year more than a million people visit the Gürze websites looking for recovery information and treatment referrals. Join the hundreds of individual therapists, treatment centers, and group practices who are listed online at the Gürze Eating Disorders Therapist Directory. Each full-page listing includes a 100-word description of your therapeutic approach, areas of focus, contact information, and links to your website. Therapists are listed by state and alphabetically.

Beginning in 2010, advertisers in the *Eating Disorders Resource Catalogue* will receive a complimentary listing in this directory.

The Therapist Directory is accessed from these Gürze websites: *Bulimia.com*, *EatingDisordersBlogs.com*, and *EatingDisordersReview.com*.

RATES: \$125 for 12 months for an individual, group, or facility listing; additional \$50 per person for additional names to be listed with groups or facilities

EXPOSURE: Averages 10,000 visitors per year

SIGN UP ONLINE: http://www.gurze.com/client/client_pages/GTDlistings.cfm

A great referral source!

EATING DISORDERS PROFESSIONALS MAILING LIST RENTAL

RATES: \$175 per thousand plus \$35 setup fee

The Gürze Books mailing list of more than 10,000 eating disorders professionals is rented for one-time use only. Names and addresses are provided by email in an Excel format, and are usually sent directly to the renter's mailing house. Geographic selections of the list are also available.

"Eating Disorders Professionals" refer to a wide variety of individuals including mental health clinicians, hospitals, treatment providers, libraries, educators, and others who have requested catalogues or have ordered professional books. The 10,000 names are current within the last two years and have been "cleaned" on a regular basis.

CONTACT: Leigh Cohn; Gürze Books; (800)756-7533; leigh@gurze.net

SPEAKERS BUREAU

Eating disorders professionals are listed with their photo, an extensive bio, pictures of books they've authored, contact information, and a link to their website. Authors who are published by Gürze Books receive free placement; and, other speakers may pay to be included, subject to approval by Gürze Books.

RATE: \$95 for 12 months

EXPOSURE: Averages 4000 visitors per year

CONTACT: Mark Simmers (800)756-7533; mark@gurze.net