



ADVERTISING PROGRAMS

JULY 2010

CONTACTS Leigh Cohn, Publisher, Leigh@gurze.net
Chris Allen, Marketing Coordinator, Chris@gurze.net • Mark Simmers, Webmaster, Mark@gurze.net

PRINT

2011 EATING DISORDERS RESOURCE CATALOGUE

The most widely-circulated publication in the eating disorders field, about 200,000 have been distributed annually to professionals and lay persons over the past 30 years. More than 50 treatment facilities have ads in the catalogue's "Treatment Directory." Includes listing under "Treatment Centers" and "Therapist Directory" at Bulimia.com

SCHEDULE:

Announcements sent – July 6, 2010
Artwork & Payment due – October 8, 2010
Publication Date – January 15, 2011

RATES:

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

See ad spec sheet on page 3.

ONLINE

** Banners at these Gürze websites are on every page and randomly rotate in five positions.*

BULIMIA.COM

* This homesite for Gürze Books gets more than 100,000 visitors per month (over 1.2 million annually). It features books, treatment options, national organizations, free information, and is also the landing spot for the NEDA and IAEDP bookstores. **RATES:** \$275 per month • \$1,485 per 6 mo. • \$2,400 per 12 mo.

EATINGDISORDERSREVIEW.COM

* Based on the professional newsletter which is in its 21st year, this website has new issues and archives to hundreds of searchable past articles. This new site for clinicians averages 6,000 visitors per month. Includes standard banners and text banners that appear within every article. Additionally, advertisers receive a link listing in bimonthly EDRs, which are emailed to 7,000 eating disorders professionals. **RATE:** \$2,500 per 12 mo.

EATINGDISORDERSBLOGS.COM

* There are about 20 active bloggers at this site, who are authors or experts in various aspects of eating disorders (recovery support, "normal" eating, nutrition, parents, etc.). Some have regular followers, and the site receives more than 20,000 visitors per month. **RATES:** \$150 per month • \$810 per 6 mo. • \$1,440 per 12 mo.

GÜRZE ENEWS

Sent to more than 20,000 lay and professional individuals, this monthly newsletter contains listings of new books, special offers, conference listings, links to articles, an "Inspirational Corner" with recovery ideas, and more. Every issue also has a "Featured Treatment Center" section with the facility's name, logo, contact information, and a description of up to 150 words. **RATE:** \$400 (limit 2 facilities per issue)

GÜRZE PROFESSIONAL ENEWS

Similar to the Gürze eNews above, but focused and emailed bimonthly to 7,000 eating disorders professionals. Same specs. **RATE:** \$250 (limit 2 facilities per issue)



ADDITIONAL PROGRAMS

THERAPIST DIRECTORY
MAILING LIST RENTAL • SPEAKER'S BUREAU

Effective July 1, 2010

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.

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

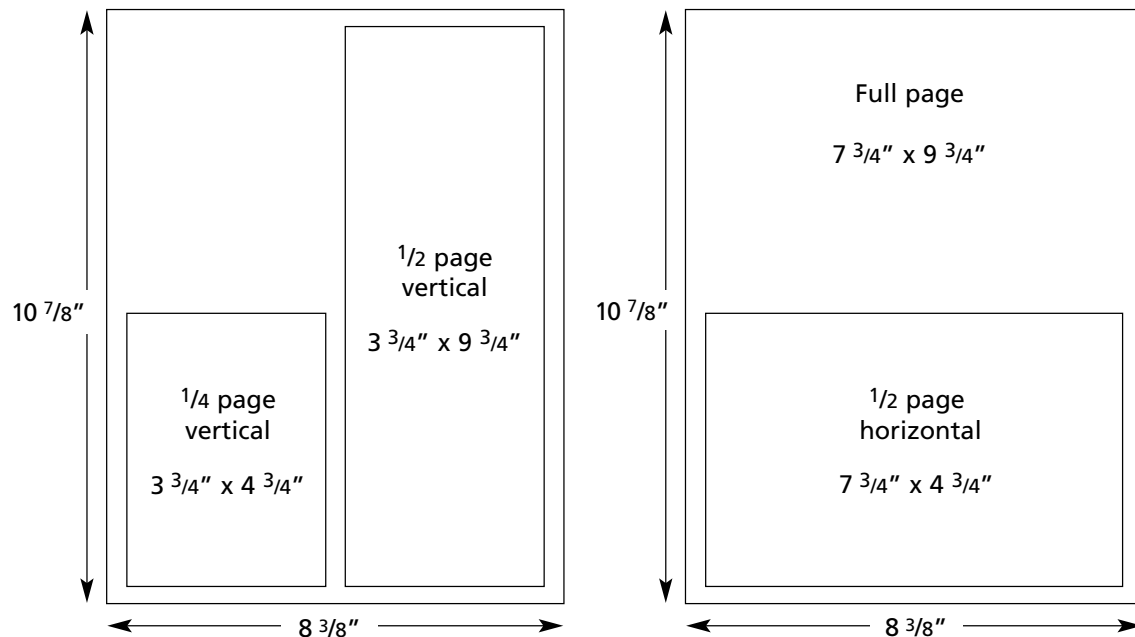
EXPOSURE: Averages 4000 visitors per year

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

THE 2011 GÜRZE EATING DISORDERS RESOURCE CATALOGUE

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.

95% of treatment facility advertisers have renewed their ads.



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

DEADLINE: OCTOBER 8, 2010

**DISTRIBUTION: 200,000 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:

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 acceptable; please be sure to convert all fonts to outlines in EPS files.
- Quark Xpress 8.1 or earlier; InDesign CS4 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.