



# ADVERTISING PROGRAMS

*Connecting people concerned with eating disorders  
to resources, treatment, and hope.*

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Mark Simmers, Webmaster, Mark@gurze.net

## PRINT

### **2013 Eating Disorders Resource Catalogue**

The most widely-circulated publication in the eating disorders field, about 200,000 copies of the 52-page print edition are distributed annually, plus many thousands of copies are downloaded from our websites. More than 50 treatment facilities have ads in the catalogue's "Treatment Directory." Catalogue advertisers also receive a free listing at the bulimia.com Therapist Directory.

**SCHEDULE:**

Announcements sent – July 15, 2012  
Artwork & Payment due – October 1, 2012  
Publication Date – January 15, 2013

**RATES:**

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

## 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 powers online bookstores for NEDA, ANAD, MEDA & IAEDP. Format: JPG 72 dpi, 180 x 62 px • **RATES:** \$275 per month • \$1,485 per 6 mo. • \$2,400 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.

Format: JPG 72 dpi, 170 x 59 px • **RATES:** \$150 per month • \$810 per 6 mo. • \$1,440 per 12 mo  
**FREE to advertisers at Bulimia.com.**

### **EatingDisordersReview.com**

\* Based on the professional newsletter which is in its 23rd year, this website has new issues and archives to hundreds of searchable past articles. Each issue is emailed to 8,000 people and the website has 25,000 visitors per month. In addition to the banner, ads are inbedded into the articles and each advertiser receives a link listing in the issues that are sent by email. Format: two JPGs, 72 dpi, 180 x 62 px and 175 x 175 px • **RATE:** \$2,500 per 12 mo.

### **EatingDisordersRecoveryToday.com**

\* This inspirational and educational website includes hundreds of articles from experts and individuals with recovery tips, and information about eating disorders. Launched in January, 2012.

Format: two JPGs, 72 dpi, 180 x 62 px and 175 x 175 px • **RATES:** \$175 per month • \$945 per 6 mo. • \$1,600 per 12 mo.  
**FREE to advertisers at EatingDisordersReview.com.**



# ADDITIONAL PROGRAMS

THERAPIST DIRECTORY  
MAILING LIST RENTAL • SPEAKER'S BUREAU

Effective January 1, 2012

## 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* 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 (approximately 200 views per therapist!)

**SIGN UP ONLINE:** [http://www.gurze.com/client/client\\_pages/GTDlistings.cfm](http://www.gurze.com/client/client_pages/GTDlistings.cfm)

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

*One referral pays for your listing!*

## EATING DISORDERS PROFESSIONALS MAILING LIST RENTAL

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

The Gürze Books mailing list of about 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.

**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

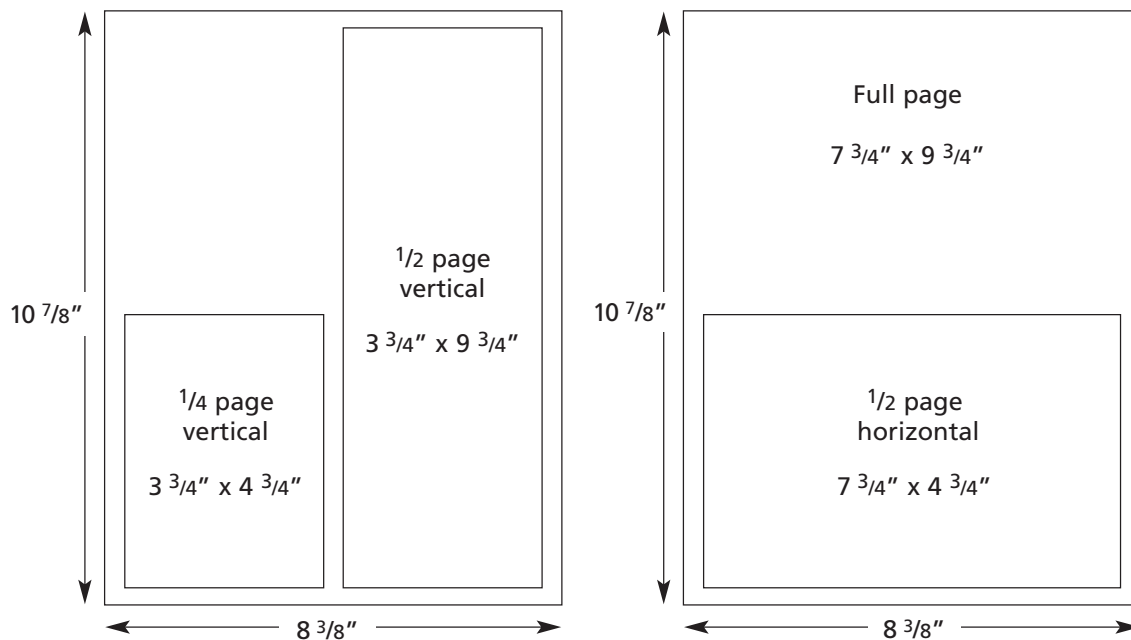
**EXPOSURE:** Averages 4000 visitors per year

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

# THE 2013 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](http://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 1, 2012

**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](mailto: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](mailto: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](mailto: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.