



2008 ADVERTISING RATES

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INTERNET ADVERTISING RATES

Effective July 1, 2007 • Mark Simmers, webmaster; (800)756-7533; mark@gurze.net

WWW.BULIMIA.COM • BANNER RATES

Our website receives more than *one 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. Three treatment facility banners are shown on *every page* and randomly rotate with every click. *Bulimia.com* also has redirects from many other domains, and we have about 100 affiliates.

Banners are linked to your website.

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

EXPOSURE: Averages more than 90,000 per month (over one million visitors annually)

NEW

WWW.EATINGDISORDERSBLOGS.COM • BANNER RATES

Started in January, 2007, this blog contains ongoing discussions on a variety of topics featuring noted authors, such as Karen Koenig (*The "Rules" of Normal Eating*), Jenni Schaefer (*Life Without Ed*), Doris Smeltzer (*Andrea's Voice*) and others. The search engines picked it up in May, which had 8,500 visitors, and the numbers are rapidly growing. Treatment facility banners are now being accepted and will appear on every page in the same manner as *Bulimia.com*, with three treatment facility banners being shown and randomly rotating with every click.

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

EXPOSURE: Averaged 14,000 per month (168,000 annually)

E-NEWS: "FEATURED TREATMENT FACILITY"

The Gürze e-News is published monthly via email. It is circulated to both professional and lay readers, and contains listings of new book announcements, conference updates, links to articles, recovery ideas, and more. Every issue also has a "Featured Treatment Facilities" section with the facility's name, web address, contact information, and a description of up to 150 words (maximum 2 facilities per issue). Facilities may not advertise in consecutive issues. Contact Mark Simmers (mark@gurze.net) or Amy Opel (800/756-7533; amy@gurze.net) to get on the schedule.

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

CIRCULATION – about 20,000 per issue

TREATMENT FACILITY – BULIMIA.COM LINK ONLY

The "Treatment Facilities" directory at *Bulimia.com* includes listings of about 150 eating disorders centers. Facilities who are catalogue advertisers automatically receive a link to their website, but for a small fee *other facilities* may have a link added to their listing by contacting Mark Simmers (mark@gurze.net).

RATES: \$175 for 6 months or \$300 for 12 months (Save about 15%)

CIRCULATION – Averages 30,000 visitors per year



2008 PRINT MEDIA ADVERTISING RATES

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

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 ad button on the "Treatment Facility" page at our website, www.bulimia.com, and free subscriptions to our two newsletters (see below).

Over the past four years, 98% of treatment facility advertisers have renewed their ads.

RATES: Quarter page \$5175 (3 3/4" X 4 3/4") – Half page \$9265 (3 3/4" X 9 3/4" -or- 7 3/4" X 4 3/4")

CIRCULATION – 250,000 per year; more than one million individuals visit the website annually.

FILES ACCEPTED – Four-color, Mac or PC compatible files; see Mechanical Specifications sheet. Format questions should be addressed to: Francie Droll, Abacus Graphics, (760)724-7750, fd@abacusgraphics.com

THE EATING DISORDERS TODAY NEWSLETTER

This quarterly newsletter for recovering individuals and their loved-ones is sent to more than 1000 individual and multiple subscribers. Additionally, sample copies are distributed at conferences and are sent to more than 1000 people per month who are requesting resources from Gürze Books.

Request to be put on the waiting list if you are not a current advertiser.

RATES (Volume 6, 2008 - 4 issues) WAITING LIST ONLY FOR NEW ADS.

Quarter page \$1635 (3 3/4" X 4 3/4") – Half page \$2725 (3 3/4" X 9 3/4" -or- 7 3/4" X 4 3/4")

CIRCULATION – 2500 minimum per issue; 10,000 per year - Lay and professional readers

FILES ACCEPTED Gürze Books usually uses catalogue artwork as grayscale.

Grayscale only. Ads are printed in blue ink PMS 294 @ 10%

TIF format–300 ppi resolution at 100% size; send via email to Leigh Cohn: gurze@aol.com

NEW

THE EATING DISORDERS REVIEW NEWSLETTER

This bimonthly newsletter for professionals is accepting advertising for the first time in its 18 years of publication. The EDR presents current clinical information from the world's most respected clinicians and researchers in the eating disorders field.

All ads are subject to approval by Joel Yager, MD, Editor-in-Chief.

Advertising space is very limited.

RATES (Volume 19, 2008 - 6 issues)

Quarter page \$1750 (3 3/4" X 4 3/4") – Half page \$3000 (3 3/4" X 9 3/4" -or- 7 3/4" X 4 3/4")

CIRCULATION – 1500 minimum per issue; 9,000 per year - Eating disorders professionals subscribe

FILES ACCEPTED Gürze Books can use catalogue artwork as grayscale.

Grayscale only. Ads are printed in blue ink PMS 294 @ 10%



ADDITIONAL PROGRAMS

MAILING LIST • PRODUCT DISPLAY • SPEAKER'S BUREAU
FREE CONFERENCE ANNOUNCEMENTS

Effective July 1, 2007

EATING DISORDERS PROFESSIONALS MAILING LIST RENTAL

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

The Gürze Books mailing list of approximately 10,000 eating disorders professionals is rented for one-time use only. Names and addresses are provided by email in an ascii format, and are usually sent directly to the renter's mailing house. Geographic portions 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 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; gurze@aol.com

RELATED PRODUCTS DISPLAY

In addition to the 350 books and videos that are sold at *Bulimia.com*, Gürze Books has a new webpage and program for "Related Products" that offers links to the publishers and producers of additional products. Organized by topic, this offers a way for items to be featured that are not directly available at the website.

RATES: \$50 for 6 months (Save 10%)
\$95 for 12 months (Save 20%)

EXPOSURE: Averages 4000 visitors per year

SPEAKER'S 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. Contact Mark Simmers (800)756-7533; mark@gurze.net for more information.

RATES: \$50 for 6 months (Save 10%)
\$95 for 12 months (Save 20%)

EXPOSURE: Averages 4000 visitors per year

CONFERENCE ANNOUNCEMENTS

As a public service, Gürze Books lists announcements of conferences and workshops on eating disorders at their website, *Buimia.com*. Send your information to Mark Simmers (800)756-7533; mark@gurze.net.

RATES: FREE

EXPOSURE: Averages 6000 visitors per year

Bulimia.com

Specializing in Eating Disorders Publications
and Education since 1980

Gürze Books is excited to announce our **NEW** **Therapist Directory**

Gürze Books receives thousands of calls and emails each year from people seeking recommendations for therapist referrals in their area; because we have been dedicated to the treatment and prevention of eating disorders for over 30 years, we are eager to do all we can to make help more accessible for those ready to take the first steps toward recovery

Benefits of membership include:

- More referrals as your practice is exposed to the 88,000 people/month that visit bulimia.com and eatingdisordersblogs.com.
- 1.5 million people visit our web sites each year looking for information on eating disorders and recovery.
- Your own full-page listing with 100-word description of your therapeutic approach, area of focus, contact information, and link to your website, if applicable
- Therapists are listed by state and alphabetically.
- List your group practice and individual's names.

MEMBERSHIP RATES

Individual \$125

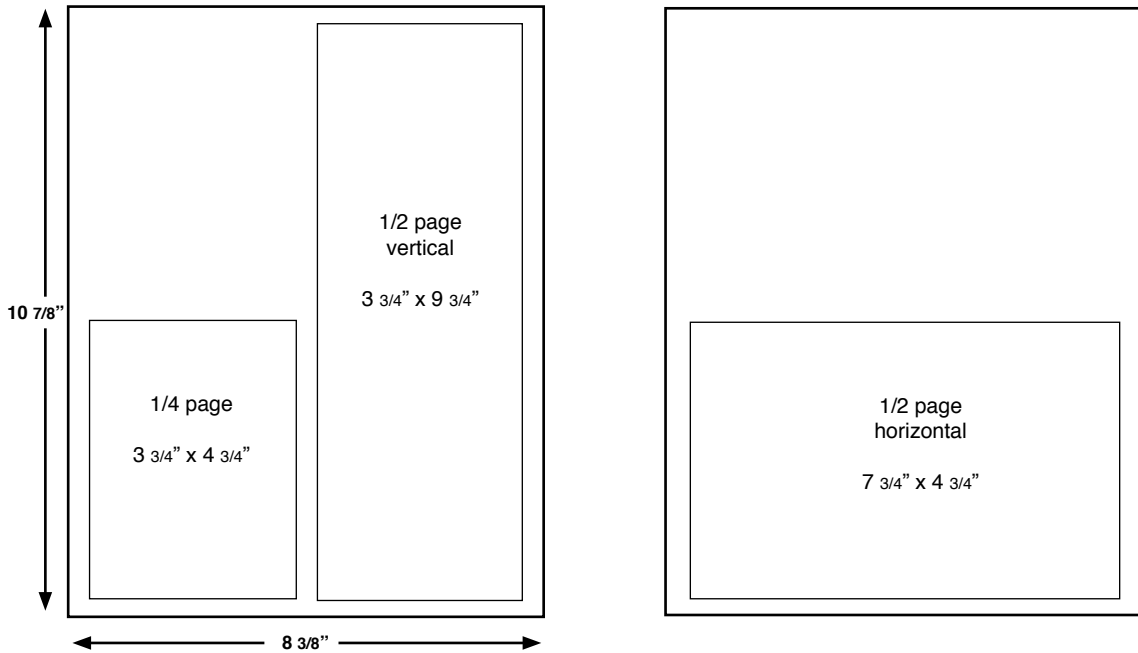
Group \$125

Group w/ Individual \$125 + \$50 per person

To join today visit: http://www.gurze.com/client/client_pages/GTDlistings.cfm



THE GÜRZE 2008 EATING DISORDERS RESOURCE CATALOGUE



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

DEADLINE: SEPTEMBER 28, 2007

DISTRIBUTION: 250,000 COPIES (plus web)

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

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

PRICES: Half-page \$9265 • Quarter page \$5175

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

MECHANICAL SPECIFICATIONS

FILES ON DISK

MEDIA ACCEPTED: MAC or PC compatible as email attachment to fd@abacusgraphics.com

Also acceptable: Zip disks or CD

FORMATS ACCEPTED: Quark Xpress 6.1 or earlier preferred, InDesignCS or earlier accepted

PDF (must contact Abacus Graphics for details), TIF or EPS files are also acceptable

INCLUDE: Color hardcopy of ad

All fonts used; Adobe Type 1 only (don't forget fonts used in EPS graphics)

Photos or other image files: TIF format–300 ppi resolution at 100% size

Advertiser and contact person with phone number, application program and version used.

FOUR COLOR

FILM: Right reading, emulsion down negatives with trim (crop) and registration marks, and process color labeled on each piece of film.

SCREEN: 150 lines/inch

PROOFS: Contact proof such as 3M Matchprint or chromalin (Color key NOT acceptable)

ALL PROOFS MUST REFLECT ALTERATIONS AND MUST BE REPRESENTATIVE OF FILM SUPPLIED.

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.