



2009 ADVERTISING RATES

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2009 PRINT MEDIA ADVERTISING RATES

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

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 five years, 98% of treatment facility advertisers have renewed their ads.

RATES: Quarter page \$5400 (3 3/4" X 4 3/4") – Half page \$9490 (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 ACCPTED – 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 about 1000 people per month who order or request resources from Gürze Books.

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

RATES (Volume 7, 2009 - 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 ACCPTED 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: leigh@gurze.net

THE EATING DISORDERS REVIEW NEWSLETTER

Celebrating its 20th anniversary with a series of special articles on the future of eating disorders treatment, the *EDR* presents current clinical information from the world's most respected clinicians and researchers in the eating disorders field.

RATES (Volume 20, 2009 - 6 issues) WAITING LIST ONLY FOR NEW ADS.

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

FILES ACCPTED Gürze Books can use 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: leigh@gurze.net



INTERNET ADVERTISING RATES

Effective July 1, 2008 • 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%)

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%)

EXPOSURE: Averaged 20,000 per month (240,000 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). Contact Amy Champion: (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 – Over 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 any facility may have a link added to their listing by contacting Mark Simmers (mark@gurze.net).

RATES: \$300 for 12 months

CIRCULATION – Averages 30,000 visitors per year



ADDITIONAL PROGRAMS

THERAPIST DIRECTORY • MAILING LIST RENTAL
PRODUCT DISPLAY • SPEAKER'S BUREAU

Effective July 1, 2008

EATING DISORDERS THERAPIST DIRECTORY

Join the hundreds of individual therapists, treatment facilities, and group practices who are listed online at the *Gürze Eating Disorders Therapist Directory*. Each entry includes a full-page, 100-word description with area of focus, contact information, and links. Therapists are listed by state and alphabetically. One referral pays for an entire year's listing.

The Therapist Directory is accessed from both of the Gürze websites and is an excellent referral source. Sign up online at: http://www.gurze.com/client/client_pages/GTDlistings.cfm

RATES: \$125 for 12 months for single listing of individuals, groups, or facilities; additional \$50 per person for additional names to be listed with groups or facilities

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 ascii 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 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

RELATED PRODUCTS DISPLAY

In addition to the 350 books and videos that are sold at *Bulimia.com*, Gürze Books has a 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.

RATE: \$95 for 12 months

EXPOSURE: Averages 4000 visitors per year

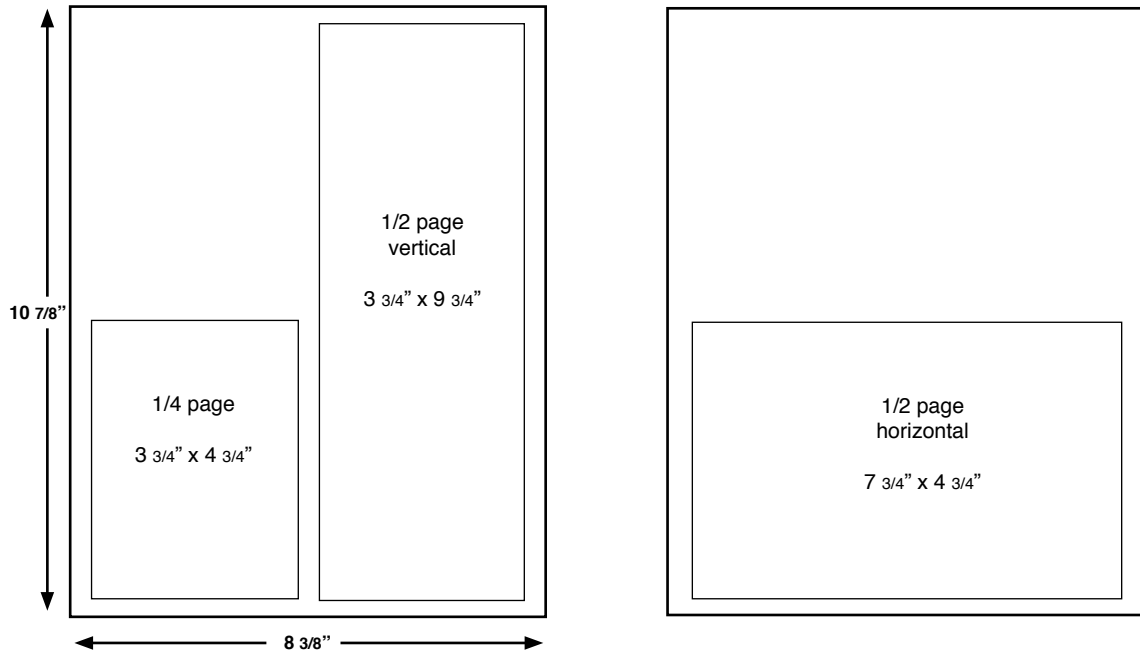
SPEAKERS BUREAU

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

RATE: \$95 for 12 months

EXPOSURE: Averages 4000 visitors per year

THE GÜRZE 2009 EATING DISORDERS RESOURCE CATALOGUE



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

DEADLINE: SEPTEMBER 30, 2008

DISTRIBUTION: 250,000 COPIES (plus web)

☛ **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: Half-page \$9490 • Quarter page \$5400

☛ **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: CD or DVD disks.

FORMATS ACCEPTED: Quark Xpress 7 or earlier preferred, InDesignCS3 or earlier accepted
PDF: CMYK, 300 ppi, no compression; include all fonts; include cropmarks with no bleeds;
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: CMYK, 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.