

Psychology Today.com

5 UNIQUE FEATURES

1. Over 10 brand new articles—*everyday*

Keeps *psychologytoday.com* fresh, vital and current—as does our 10,000 strong article archive.

2. 500 Expert Bloggers

These “*Psychology Today* experts” are hand selected by our Editors for their influence and expertise in select fields—most are either PhDs or Professors at leading schools.

3. The Therapy Directory

At 21,000 active Behavioral Health Professionals, it’s by far the biggest in the world. The therapists receive over 700,000 client inquiries a month.

4. The Health Professionals Directory

Over 8,000 active Alternative Health Practitioners including Chiropractors, Nutritionists, Acupuncturists, etc. receive over 250,000 client inquiries a month.

5. Over 50 Online Health Tests

Short, entertaining health quizzes designed to keep our visitors engaged and educated.

The screenshot shows the Psychology Today website layout. Red callouts indicate banner sizes: '1 728x90 pixels' at the top, '2 160x600 pixels' on the left side, and '3 300x250 pixels' on the right side. A fourth callout '4 728x90 pixels' is at the bottom. The website content includes a navigation bar, a main article 'Wild Child', a 'Hot off Psychology Today Blogs' section, 'Essential Reads', 'Most Popular' list, and a 'Diagnosis Dictionary'.

STATISTICS

Traffic

Unique Visitors	840,000/month
Page Views	5.6 million/month
Total Visitors	1.5 million/month
Average Time on Site	7:20 minutes

Gender

Male	39%
Female	61%

Household Income

\$75K+	39%
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Education

Attended/Graduated College	80%
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Top 5 Topics on Site

- Depression/Anxiety
- Wellness
- Healthy Sexuality
- Education
- Brain

Banner Rates (Monthly)

1	\$10.00 CPM	\$5,000 net/500K Impressions
2	\$10.00 CPM	\$5,000 net/500K Impressions
3	\$13.00 CPM	\$6,500 net/500K Impressions
4	\$5.00 CPM	\$22,500 net/4.5M Impressions

5.6 million
page views/month

Source: Google Ad/Planner

Psychology Today.com

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1 728x90 pixels

3 300x250 pixels

2 160x600 pixels

4 728x90 pixels

SPECIFICATIONS

File format:

- .gif, jpeg format | 20kb maximum file size
- 250 characters (including spaces) for accompanying text
- url/link
- .swf (Flash) format | 30kb maximum file size
15 seconds | 3 loops

Flash files: We recommend that all Flash files are exported to .swf before submitting. To maximize visibility of your ad, make sure to set your "publish settings" to the Flash player that is at least two versions older than the currently available version.

Materials are due one week before launch date.

All ad sizes comply with those suggested at the Interactive Advertising Bureau.

Limitations:

- NO pop-ups or pop-unders
- NO expansion
- NO sound
- Flash ads cannot be tracked by *Psychology Today*