



Washington Association of Marriage and Family Therapy

Advertising Policy

Last Updated: 3/24/2022

Aim and Explanation:

This policy is to ensure adherence to the highest standards of advertising and to determine the eligibility of products and services for advertising on WAMFT's platforms (website, eNews, social media, at WAMFT events). Display advertising can occur in the eNews, the WAMFT website, WAMFT social media platforms, or through publications provided at WAMFT events. Criteria for each WAMFT medium are provided and must be adhered to.

Applies to:

WAMFT's advertising policy applies to any person or entity seeking to advertise a product or service through WAMFT's forums and platforms.

Expectations:

WAMFT is not responsible for any claims made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement the fact that a product or service has been advertised in a WAMFT publication, forum, or online platform.

WAMFT's acceptance of advertisements shall in no way imply a direct affiliation between WAMFT and its advertisers. The appearance of advertising on any WAMFT forum is neither a guarantee nor an endorsement by WAMFT of the product, service, or company or the claims made for the product in such advertising.

WAMFT does not accept print, electronic, or any other form of advertising, that is intended for publication by WAMFT, or inclusion in any WAMFT medium, which offers or promotes sexual orientation change efforts, reparative therapy, and/or conversion therapy as well as any promotion of services or products that are racist, oppressive, or discriminatory. WAMFT complies with all applicable laws prohibiting discrimination. WAMFT will not accept advertisements that, at WAMFT's sole discretion, appear to be libelous, slanderous, or in conflict with WAMFT policies. WAMFT will not sell advertising space to any advertiser if the content of the advertising interferes or directly conflicts with the mission, policies, statements, objectives or interests of WAMFT. An advertiser, exhibitor, or sponsor must abide by the diversity and inclusion statement of both AAMFT and WAMFT.

WAMFT, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted. WAMFT reserves the right to reject, delay, or cancel any advertisement in any WAMFT publication or platform for any reason at any time. WAMFT officers, board members, and staff are prohibited from advertising their personal or professional products or services through WAMFT.



Payment. Unless otherwise stated on the order form, all advertisements must be paid at least 30 days prior to the run of your advertisement. Checks, Visa, MasterCard, American Express, are all acceptable forms of payment. Payment shall be made in US currency. Payment for any additional costs incurred by WAMFT must be paid 15 days from the invoice date. WAMFT reserves the right to refuse any new order from delinquent advertisers. Rates are subject to change without notification.

Refunds on Advertisements. There are no refunds for ads that have already appeared in an WAMFT publication, social media platform, or website.

Cancellations or Changes. Cancellations or changes must be submitted in writing. Cancellations or changes to the ad content must be submitted 30 days prior to the date upon which the ad content is due.

Indemnification. The advertiser shall indemnify and hold harmless WAMFT and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the public

If these procedures are not followed:

Should any aspects of the policy not be heeded, the advertisement will be removed immediately from all WAMFT platforms. Violation of the advertising policy could result in the termination of the advertising relationship.



WAMFT Advertising Guidelines

Display Ads (Social Media, eNews, Email, Website)

Display ads should be submitted according to the criteria specified for each ad type indicated below. To determine size correctly, measure ad from outside border to outside border. A compressed file can be sent to wamft@wamft.org.

Circulation

Our organization maintains membership numbers of 900 - 975 throughout the year.

Discounts for Display Ads

Member & MFT Educational Institutions. WAMFT members will receive a discounted advertising rate for display ads. Educational institutions offering an LMFT program will receive the member discount for display ads. To qualify for this discount, WAMFT membership or program verification will be confirmed.

Those serving marginalized groups (Black, Indigenous, People of Color, LGBTQIA2+, military, and hearing, visually, & physically challenged persons). Non-profits, researchers, businesses and government agencies serving marginalized persons as well as individuals who identify as a member of one or more of these groups (WAMFT members or non-members) will receive a discount on all types of advertising.

WAMFT CE Certification Recipients. Individuals or entities (WAMFT members or non-members) who have been approved by WAMFT to issue CEs for their event will receive a discount for all types of advertising. To qualify for this discount, the WAMFT CE authorization must have been issued within the past six months and the discount only applies for display ads that pertain to the CE event(s).

Multiple-Display Ads. Discounts are available for multiple ads purchased by WAMFT members or non-members. To qualify for the multiple ad discount, payment for all ad types (email, social media, website) must be received by the deadline of the first ad type.

Payment for Display Ads

Payment MUST accompany display ads. Ads submitted without payment will not be published. WAMFT does not give agency discounts. Advertising rates are subject to change without notice. WAMFT advertising is non-commissionable.

Deadlines

Social Media, Email, & Website Advertising. Advertising on our website, via email, or social media will be published between 1-3 weeks after receiving the ad submission depending on the specified run date for the advertisement.



eNews Advertising. Advertising deadlines for ads to be published in WAMFT's eNews is the **15th of the month** (unless otherwise specified below) for the publication of the eNews. Submit ads early to ensure advertising space. Please apply for display advertising space before the 15th of the month. An electronic file of the ad and payment must be received by the 1st.

eNews	DEADLINE	PUBLISH DATE
January	January 15	January 20 - 31
February	February 15	February 20 - 28
March	March 15	March 20 - 31
April	April 15	April 20 - 30
May	May 15	May 25 - 31
June	June 15	June 20 - 30
July	July 15	July 20 - 31
August	August 15	August 20 - 31
September	September 15	September 20 - 30
October	October 15	October 20 - 31
November	November 15	November 20 - 30
December	December 10	December 20 - 31



WAMFT Advertising Application

Share Your Book, Training Opportunity and More!

With WAMFT there are several options for advertising your program, service, event, or training. Below are the types of advertising available. Feel free to email us at wamft@wamft.org if you have questions about the application process.

Social Media Advertising

WAMFT's social media presence includes Facebook, Instagram, and Twitter. WAMFT's social media posts typically include updates about the organization and its work, upcoming events, membership recognition, and various posts pertaining to mental health, social issues, holidays, important dates for social awareness and campaigns, and posts to generate engagement among MFTs and other professionals.

Social Media Pricing

Fees for social media advertising are determined based on your specific budget and the fees associated with WAMFT's service and design. As such, the pricing is set by the amount you want to attribute to promotion on the social media platform plus a 25% service/design fee, not to exceed \$50. This means any budget less than \$200 is subject to a 25% service/design fee, while anything above \$200 adds a flat rate of \$50 for these fees.

Advertising Specifications

All social media advertising files must be high-resolution and submitted in JPG or PNG format. We recommend a minimum image ratio of 1080 x 1080px. Post text can contain no more than 270 characters, including any links and/or hashtags. For advertisements with a link, the image must be cropped to 1.91:1. These are the standards set by the social media platforms and are required for us to upload them. WAMFT is not responsible for any errors for advertisements that do not meet size specifications.

Content Deadline

Social media advertising will be published between 1-3 weeks after receiving the ad submission depending on the specified run date for the advertisement.



eNews Advertising

WAMFT's eNews is circulated on a monthly basis to approximately 952 members. Open rates are above industry standard at about 58% per issue with click rates also above average at 7.5%. Members are marriage and family therapists, students, and other mental health professionals licensed in Washington State. The eNews typically includes updates and information from WAMFT committees, upcoming events, membership recognition, and updates from the board of directors.

eNews Schedule:

eNews	DEADLINE	PUBLISH DATE
January	January 15	January 20 - 31
February	February 15	February 20 - 28
March	March 15	March 20 - 31
April	April 15	April 20 - 30
May	May 15	May 25 - 31
June	June 15	June 20 - 30
July	July 15	July 20 - 31
August	August 15	August 20 - 31
September	September 15	September 20 - 30
October	October 15	October 20 - 31
November	November 15	November 20 - 30
December	December 10	December 20 - 31

eNews Pricing

Frequency Rates	1x	2x	4x
195 x 195 Pixels	\$130	\$115	\$100

Prices listed above are per eNews publication.

eNews Advertising Specifications

We recommend a minimum image ratio of 1080 x 1080px. WAMFT is not responsible for any errors due to ads that do not meet size specifications. All e-News advertising files must be high-resolution and submitted in JPG or PNG format.

Content Deadlines

All eNews advertisements are due on the date listed above (no later than the 15th of each month). If you are purchasing multiple issues and wish to change your advertising content, you must submit all new content by the deadline listed.



Email Advertising

Submitting an email advertisement allows the advertiser to directly communicate their product or service to WAMFT's subscribers. Email advertising includes only the advertising information, images, video, or links provided by the advertiser. No other information is included in the email.

Email Pricing

Target Audience Price (e.g., student members, professional members, and AAMFT supervisors)	\$185/email (approx. 571 professional members) \$115/email (approx. 357 students) \$85/email (approx. 86 AAMFT Supervisors)
General Audience Price	\$160/email (approx. 950 members)

Email Advertising Specifications

We recommend a high resolution image. All email advertising image files must be high-resolution and submitted in JPG or PNG format. No Flash and please include the associated URL when submitting the artwork.

Content Deadlines

Email advertising will be published between 1-3 weeks after receiving the ad submission depending on the specified run date for the advertisement.

WAMFT Website Advertising

WAMFT's website draws members and non-members who are searching for therapy tools, resources, and the latest information in the behavioral mental health field. Users can find detailed information on various trainings, current research participation opportunities, search for open jobs or post job openings, and the latest resources for behavioral health care providers. To view the current advertisements, [click here](#).

Website Pricing

Frequency Rates	1 month	2 consecutive months	3 consecutive months	6 consecutive months
Website Ad - 1200 x 628 px	\$225	\$400	\$540	\$945

Website Advertisement Specifications

Image cannot exceed pixel sizes selected above. WAMFT is not responsible for any errors due to advertisements that do not meet size expectations. All web advertising files must be high resolution and submitted in JPEG or PNG format. No Flash and please include the associated



URL when submitting artwork. All website advertisements start running on the first business day of each month.

Content Deadlines

Website advertising will be published between 1-3 weeks after receiving the ad submission depending on the specified run date for the advertisement.

To place an ad with us, [click here to complete the application](#). For more information about placing an ad, contact us at wamft@wamft.org.