



2009 ADVERTISING ORDER FORM

1549 Clairmont Road, Suite 103 ■ Decatur, GA 30033-4635 ■ Phone: 404/320-1472
Fax: 404/320-0849 ■ Website: www.acpe.edu ■ Email: acpe@acpe.edu

ASSOCIATION FOR CLINICAL PASTORAL EDUCATION, INC.

The Association for Clinical Pastoral Education, Inc. (ACPE) thanks you for your interest in advertising with us. You may choose to advertise on our website (www.acpe.edu) or in our newsletter (ACPE News). There are separate costs and specifications for advertising on the website and in the newsletter.

The ACPE has over 2,500 members nationally and internationally. Our subscribers include: persons interested in pastoral care, spiritual care, and assessment; pastoral counselors; theological students seeking Clinical Pastoral Education (CPE); clergy seeking specialized skills through CPE; CPE supervisors; ACPE Members and Clinical Members; professors of pastoral care, counseling, pastoral theology, field education, psychology, and religion; and denomination and faith group representatives.

Advertising on the Web

The ACPE website (www.acpe.edu) receives about 850 visitors and averages 7,000 hits each day. About a quarter of our daily visitors view the "Job Opportunities." Your ad will be searchable by name alphabetically, date and region.

You may place an ad on our website for a **60-day** run. Web ads are updated twice a month on the business day closest to the 1st and 15th of each month. Below is the schedule for ad updates and submittal deadlines.

2009 Timetable for Web Ads

| Update | Deadline | Update | Deadline |
|----------|----------|---------|----------|
| Jan 5 | Jan 2 | July 1 | June 29 |
| Jan 16 | Jan 14 | July 15 | July 13 |
| Feb 2 | Jan 29 | July 31 | July 29 |
| Feb 16 | Feb 12 | Aug 14 | Aug 12 |
| March 2 | Feb 26 | Sept 1 | Aug 28 |
| March 16 | March 12 | Sept 15 | Sept 11 |
| April 1 | March 30 | Oct 1 | Sept 29 |
| April 15 | April 13 | Oct 15 | Oct 13 |
| May 1 | April 29 | Nov 2 | Oct 29 |
| May 15 | May 13 | Nov 16 | Nov 12 |
| June 1 | May 28 | Dec 1 | Nov 27 |
| June 15 | June 11 | Dec 15 | Dec 11 |

Cost for Web Ads

The ACPE offers two types of web postings – Standard Ads and Display Ads.

Standard Ads consist of text only. The cost is \$0.25 per character not counting spaces.

Display Ad costs are determined by size; please refer to the chart below. Display Ads should be submitted as a pdf, jpeg or tiff file. PDF files must have fonts and images embedded. The file should be saved at a print quality resolution. TIFF files must have a resolution of at least 300 ppi for grayscale, or 1200 ppi for line art.

Advertising in the ACPE News

The ACPE prints a quarterly newsletter – winter, spring, summer and fall. **Only display ads** are permitted in the newsletter. Display Ad costs are determined by size; please refer to the chart below. Display Ads must be submitted as a pdf, jpeg or tiff file. PDF files must have fonts and images embedded. The file should be saved at a print quality resolution. TIFF files must have a resolution of at least 300 ppi for grayscale, or 1200 ppi for line art.

2009 Timetable for Newsletter Ads

| Issue | Deadline |
|--------|------------------|
| Winter | January 15, 2009 |
| Spring | April 15, 2009 |
| Summer | July 15, 2009 |
| Fall | October 15, 2009 |

Display Ad Costs for Web -or- Newsletter

| Ad Size | # of Consecutive Ad Runs | Charge per Issue |
|-----------------------------|--------------------------|------------------|
| Quarter Page 3 1/2" x 5" | 1 time only | \$165.00 |
| Half Page 5" x 7 1/2" | 1 time only | \$275.00 |
| Full Page 10" x 7 1/2" | 1 time only | \$450.00 |

Ad Submission & Payment

Ads must be submitted electronically to John Roch via email at john@acpe.edu or they can be mailed on a CD to John Roch, ACPE, 1549 Clairmont Rd, Ste. 103, Decatur, GA 30033. All ads must be accompanied by a completed order form and payment. Please complete the order form on the reverse side of this page.

Payment is due at the time of ad submission. The ACPE does not invoice for advertising. Please make checks/money orders payable to ACPE. The ACPE also accepts MasterCard, Visa, American Express and Discover Card.

All ads are subject to the approval of the ACPE. Advertisements for centers not accredited by the ACPE must indicate their affiliation or credentials. Only CPE recognized by the ACPE may advertise.

Please contact John Roch with questions and concerns at john@acpe.edu or 404/320-1472.



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WEB AD

(1 Run = a 60-day posting; Runs cannot be split or divided)

Please check posting date:

| | | | | | |
|----------|-----|---------|-----|---------|-----|
| Jan 5 | ___ | May 1 | ___ | Sept 1 | ___ |
| Jan 16 | ___ | May 15 | ___ | Sept 15 | ___ |
| Feb 2 | ___ | June 1 | ___ | Oct 1 | ___ |
| Feb 16 | ___ | June 15 | ___ | Oct 15 | ___ |
| March 2 | ___ | July 1 | ___ | Nov 2 | ___ |
| March 16 | ___ | July 15 | ___ | Nov 16 | ___ |
| April 1 | ___ | July 31 | ___ | Dec 1 | ___ |
| April 15 | ___ | Aug 14 | ___ | Dec 15 | ___ |

Please select ad type:

Standard Ad

1.) Character count (not counting spaces) _____ X \$0.25 = \$ _____
 2.) Total from Line 1 \$ _____ X # of Runs _____ = \$ _____ (Total Cost)

- or -

Display Ad

Quarter Page \$165.00 X # of Runs _____ = \$ _____ (Total Cost)
 Half Page \$275.00 X # of Runs _____ = \$ _____ (Total Cost)
 Full Page \$450.00 X # of Runs _____ = \$ _____ (Total Cost)

NEWSLETTER AD

Please circle issue(s):

Winter Summer
 Spring Fall

Quarter Page \$165.00 X # of Issue(s) _____ = \$ _____ (Total Cost)
 Half Page \$275.00 X # of Issue(s) _____ = \$ _____ (Total Cost)
 Full Page \$450.00 X # of Issue(s) _____ = \$ _____ (Total Cost)

CONTACT & BILLING INFORMATION

Full Name: _____

Company/Center: _____

Mailing Address: _____

Phone: _____ Email: _____

Check Amount \$ _____ -or- Charge Amount \$ _____ Amex _____ Discover _____ MC _____ Visa _____

Card Acct #: _____ Exp Date: _____

Card Holder's Billing Name (please print): _____