



Washington Psychiatric Society

WHO WE ARE

The leading voice of psychiatry in the National Capital Area.

The Washington Psychiatric Society (WPS), represents over 900 physicians who specialize in the diagnosis and treatment of mental illnesses in the Washington, DC metropolitan area. We are one of the largest and most active APA district branches and offers members access to thought leaders and experts in psychiatry who work and reside in the region. Our membership is diverse and includes prominent psychiatrists in federal, state and local government, the military, academia, including volunteer leaders and senior staff of the internationally recognized American Psychiatric Association (APA). WPS includes regional chapters in the District of Columbia, Suburban Maryland (Montgomery and Prince George's Counties) and Northern Virginia (Alexandria, Falls Church and Fairfax Cities and Arlington and Fairfax Counties).

OUR MISSION

We are there for those in need.

Our organization of licensed doctors of psychiatry works to ensure access to humane care and effective treatment for people with mental illnesses. We are the conscience and the voice for mental health in the National Capital Area, and we strive to create an environment where quality psychiatric care is available for all who need it. We specifically:

- Promote the highest quality of care for individuals with mental illnesses;
- Engage and educate families and friends who support those with mental illnesses;
- Support and promote the best methods of psychiatric education and research;
- Advance the profession of psychiatry to the medical community and general public;
- Provide support to enhance the professional needs of our members.

WPS ADVERTISING AND SPONSORSHIPS

A targeted audience of psychiatry's leaders and decision makers

As the District Branch of the American Psychiatric Association in the Nation's Capital, WPS represents many of the leading voices in the field nationally, many of whom are active members of the organization. Advertising and/or sponsoring with WPS provides direct access to promote an organization's products and services. *Partners can expect a significant level of support in crafting a plan to meet their budget and deliver results.* Further, WPS staff is open to creative approaches with partners, believing a collaborative approach is the best way to do business.

WPS ADVERTISING

Washington Psychiatrist Magazine

Washington Psychiatrist is a digital magazine published two times per year with distribution to all 900 members.

Calendar

Issue	Publication Date	Ad Materials Due
Spring	March 10	2/23
Winter	December 10	11/15

Advertising Rates and Specifications

Ad Size	Specifications	1X Rate	4X Rate
Full Page	7.5" X 10"	\$800	\$2800
½ Page (Horizontal)	7.5" X 5"	\$600	\$2100
½ Page (Vertical)	3.5" X 10"	\$600	\$2100
¼ Page	3.5" X 5"	\$400	\$1400

WPS Monthly E-Newsletter

As the regular news and information source for WPS membership, advertising in the newsletter provides the best method for staying top of mind. Circulation: 900

Calendar/Specifications/Rates

Issue	Publication Date	Ad Materials Due	Ad Specs	1 Mo. Rate	3 Mo. Rate
Monthly	First week of each month	First of the Month	350X110	\$350	\$950

WEBSITE ADVERTISING

dcpsych.org

Advertising Rates and Specifications

Ad Size	Specifications	3 Mo. Rate	6 Mo. Rate
Banner	980X260	\$750	\$1250

Inquiries

Sean Handerhan, Business Development, Washington Psychiatric Society, advertising@dcpsych.org, 703.731.1907

WPS SPONSORSHIPS

A rare opportunity to connect and network

A COMPLETE APPROACH

WPS believes that there is much to be gained working in partnership with organizations whose own missions support the work of WPS members. Change is constant in the medical field today and it is important to our members to stay current on innovations that can improve the practice of psychiatric care. Our sponsorships are designed to create win-win situations and WPS is committed to work with organizations who share our mission and can deliver innovation and education for our members.

Platinum Sponsor Level - \$7,500

- Sponsor (2) two WPS live events. Sponsor representative provides words of welcome and a brief overview of organization
- Option to present two (2) - 45 minute webinars to WPS members (webinar hosting and logistics responsibility of sponsor)
- Full page ad in one (1) issue of Washington Psychiatrist Magazine and 50% off the cost of any other advertising in any of WPS' publications, newsletters and website.
- Post two (2) thought leadership case studies/articles on the Partners section of the WPS website
- Banner ad on WPS website for two (2) months and 50% off the cost of any other WPS website advertising
- Complimentary exhibit table at two (2) WPS member events and 50% off the cost of exhibit tables at other WPS events
- Logo attribution as a Platinum Sponsor at all WPS events and on the WPS website

Gold Sponsor Level - \$5,000

- Sponsor (1) one WPS live event. Sponsor executive provides words of welcome and a brief overview of organization
- Option to present one (1) - 45 minute webinar to WPS members (webinar hosting and logistics responsibility of sponsor)
- Half page ad in one (1) issue of Washington Psychiatrist Magazine and 25% off the cost of any other advertising in any of WPS' publications, newsletters and website.
- Post one (1) thought leadership case studies/articles on the Partners section of the WPS website
- Banner ad on WPS website for one (1) month
- Complimentary exhibit table at one (1) at WPS member event and 25% off the cost of exhibit tables at other WPS events
- Logo attribution as a Gold Sponsor at all WPS events and on the WPS website

Participating Sponsor Level - \$2,500

- 10% off the cost of exhibit tables at all WPS events
- 10% off the cost of any advertising in any of WPS' publications, newsletters and website.
- Logo attribution as a Participating Sponsor at all WPS events and on the WPS website

Inquiries

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