DEMOGRAPHICS

Biofeedback is a valuable resource for any health and education professionals actively engaged in the practice or teaching of applied psychophysiology and biofeedback.

AAPB’s membership includes psychologists, psychiatrists, dentists, social workers, nurses, occupational and rehabilitation therapists. These health professionals use biofeedback as treatment for many diagnosed disorders including but not limited to anxiety, incontinence, pelvic disorders, migraine and tension headaches, ADHD and ADD and more. Educators use biofeedback techniques to help students and athletes achieve optimum performance.

MARKET COVERAGE

Biofeedback is a valuable resource for any health and education professionals actively engaged in the practice or teaching of applied psychophysiology and biofeedback.

EDITOR-IN-CHIEF LESLIE SHIVERS, CAE

CIRCULATION / 700

SPECIALTY
- Chiropractic: 0.4%
- Counseling: 13.2%
- Education: 3.9%
- Medicine: 5.8%
- Nursing: 5.4%
- Occupational Therapy: 1.2%
- Physical Therapy: 1.9%
- Psychology: 61.1%
- Social Work: 6.6%
- Speech Pathology: 0.4%

PRACTICE TYPES
- Group: 12%
- Hospital: 10%
- Private/Independent: 78%
PRINT MEDIA

ISSUANCE / QUARTERLY

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION</th>
<th>MATERIAL DUE</th>
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<tr>
<td>SPRING</td>
<td>3/29/19</td>
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<td>5/1/19</td>
<td>5/20/19</td>
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<td>WINTER</td>
<td>10/29/19</td>
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2018 ADVERTISING RATES / PER INSERTION

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<tr>
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<th>4×</th>
<th>COLOR</th>
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<tr>
<td>Full Page</td>
<td>$865</td>
<td>$818</td>
<td>+ $820</td>
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<tr>
<td>Half Page</td>
<td>$634</td>
<td>$598</td>
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<td>$248</td>
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COVER / PREFERRED POSITION RATE

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<tr>
<th>PREMIUM OVER EARNED B/W PAGE RATE</th>
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<tr>
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<tr>
<td>Inside Back Cover (C3)</td>
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<tr>
<td>Outside Back Cover (C4)</td>
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<tr>
<td>Opposite TOC</td>
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</table>

INSERTS

<table>
<thead>
<tr>
<th>1 LOOSE INSERT PER ISSUE</th>
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<tbody>
<tr>
<td>2-page Insert 3× B/W earned rate + 15%</td>
</tr>
<tr>
<td>4-page Insert 5× B/W earned rate + 15%</td>
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</tbody>
</table>

DISPLAY AD SIZE

DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.

Trim Size: 8.5 × 11"

*Biofeedback* trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges.

LIVE AREA

7.75 × 10.25"

FULL PAGE BLEED

8.75 × 11.25"

FULL PAGE

7.75 × 10.25"

HALF PAGE HORIZONTAL

7.75 × 4.875"

HALF PAGE VERTICAL

3.625 × 10.25"

QUARTER PAGE

3.625 × 4.875"
DIGITAL MEDIA

EMAIL NEWSLETTER

Reach this highly targeted audience of biofeedback professionals with a digital ad presence.

<table>
<thead>
<tr>
<th>RATE</th>
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<tbody>
<tr>
<td>BANNER 154 × 229 pixels</td>
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<tr>
<td>VENDOR EXCLUSIVE</td>
<td>$895</td>
</tr>
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</table>

700 AAPB MEMBERS & SUBSCRIBERS

President’s Letter

Dear Fellow AAPB Members:

I need your help with two different efforts. One will take you just a few minutes and the other is more substantial. Both have to do with our social networking campaign.

Social Networking Campaign: As I mentioned in my last update, AAPB’s social networking campaign is underway. Eight “YouTube” videos of varying lengths about biofeedback are being distributed and our presence in various social networking sites is being updated.

Here is what I need your help with:

AAPB needs to direct its videos to (a) web based interest / support groups of people with disorders we can treat (WE ESPECIALLY NEED TO CONTACT PARENT SUPPORT GROUPS FOR CHILDREN WITH ADHD, AND SUPPORT GROUPS FOR PEOPLE WITH MIGRANE HEADACHES), (b) professional interest groups of primary care folk who can refer patients for biofeedback, and (c) professionals who might want to add biofeedback to their practices.

If you are a member of any of the above groups or know how to post videos to their web based groups, please let me know so we can contact them.

AAPB has an active Facebook page. We need more people to “like” it so it gets better visibility. Please follow this link and take a look at our Facebook page. If you like it, please do press the like button.

Virtual meeting: Given the uncertainty of how well people will be able to receive our stream from AAPB’s meeting, it has been decided to offer the streaming of parts of the meeting at no charge. The streaming this year will be considered a trial in which we stream throughout the meeting but only one session at a time. Several weeks before the meeting, we will send out an email especially directed to people in Africa, Asia, and Eastern Europe letting people know how to access the stream. A requirement for accessing the stream will be each person’s agreement to fill in an evaluation “survey monkey” we send after the meeting.

The board will assess how the streaming attempt worked out and decide on our next steps in this program.

Annual Meeting Registration: The Program Planning Committee has assembled an exciting program to be held in a unique location.
DIGITAL MEDIA

AAPB-BIOFEEDBACK.COM

2,350 MONTHLY PAGE VIEWS
1,620 MONTHLY SESSIONS
1,350 MONTHLY USERS

ONLINE RATES PER MONTH

<table>
<thead>
<tr>
<th></th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
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* Leaderboard available space permitting

Vol. 45 Issue 1 (Spring 2017)

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The Association for Applied Psychophysiology and Biofeedback (AAPB) was founded in 1969 as the Biofeedback Research Society. The goals of the association are to promote a new understanding of biofeedback and advance the methods used in this practice. AAPB is a non-profit organization as defined in Section 501(c)(3) of the Internal Revenue Service Code.

AAPB's mission is to advance the development, dissemination and utilization of knowledge about applied psychophysiology and biofeedback to improve health and the quality of life through research, education and practice.

The Association is hard at work meeting these objectives:

- Encouragement of scientific research and expansion of clinical and educational applications of biofeedback and applied psychophysiology.
- Intergration of biofeedback with other self-regulatory methods.
TECHNICAL SPECIFICATIONS

PRINT ADS
RESOLUTION / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

FORMAT / High-Resolution PDF files are preferred. PDF’s should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125” beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

ONLINE ADS
Acceptable file formats include: .gif, Animated .gif, .jpg, and .png.

AGENCY COMMISSION
There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

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