

January 2009

Dear Friend:

It is time to make sure your organization or service has a **free listing** in Mental Health America of Northern Kentucky's *Mental Health Resource Directory 2009*, which is now in its 17<sup>th</sup> year of printing. It's also time to make sure that your organization or service is advertising in our **resource directory, on our website** or in our **e-newsletter**.

**About the Mental Health Resource Directory** - The directory is available on our web site: [www.mhanky.org](http://www.mhanky.org) and over 2000 complimentary print copies are distributed annually throughout our community. This guide contains over 250 free listings. Advertisements are available on cover and section dividers of the print copy and posted in the resource directory dropdown box on [www.mhanky.org](http://www.mhanky.org). The purpose of the Resource Directory is to assist consumers and professionals in identifying mental health resources in the Northern Kentucky area. Consumers have come to depend on this guide for information so they can find the services they need for themselves, friends, and family members. Key professionals in our community rely on it to help refer their clients to the resources that will best meet their needs. The directory contains several categories, including psychiatrists and therapists, hospitals (in Cincinnati and Northern Kentucky), shelters (in Cincinnati and Northern Kentucky), agencies, support groups (primarily Northern Kentucky), extended care facilities and websites.

**About [www.mhanky.org](http://www.mhanky.org) Website Advertising** - When the advertisement is loaded, it appears on every page of the website (147 pages). Your ad will be linked to your website. The [mhanky.org](http://www.mhanky.org) site averages more than 20,000 unique visits per year to its website. We can have multiple ads running at the same time which rotate as people refresh or go from page to page.

**About E-Newsletter Advertising** - The monthly E-newsletter goes directly to nearly 5,000 agencies, consumers, and professionals on our e-mail list. Additionally the E-newsletters are on our Web site (which gets 20,000 unique visitors annually) and the ads will appear there as people go to the Newsletter page via the main Web page.

Please submit your free resource directory listing information and place your advertising order today. Rate information is included. Special offer! If you advertise in any two of the three publications, you will receive 10% off your order. Advertise in all three and you receive 20% off your order.

Monies raised cover editorial, paper, distribution, website and e-news management. It also helps enable us to maintain our quality programs that help people stay well and recover from mental illness and substance addictions.

We will make every effort to accommodate your needs. Remember, first come first serve on advertisement placement. Ad orders are due no later than March 18, 2009. Please contact me with any questions or concerns at 859-431-1077 ext 480 or email me at [Lgroves@mhanky.org](mailto:Lgroves@mhanky.org) or fax me at 859-292-2485. We'd also be happy to discuss these opportunities with you in person.

Thanks for your support and partnership with us!

Lucinda Groves  
Information Management & Referral Specialist

**Free Resource Directory Listing -- Please check off the categories in which you would like to be listed (check all that apply):**

<input type="checkbox"/> <b>Psychiatrists/Therapists</b> serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult
<input type="checkbox"/> <b>Hospitals</b> Serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult
<input type="checkbox"/> <b>Agencies</b> Serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult
<input type="checkbox"/> <b>Shelters</b> Serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult
<input type="checkbox"/> <b>Support Groups</b> Serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult
<input type="checkbox"/> <b>Extended Care Facilities</b> Serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult
<input type="checkbox"/> <b>Websites</b> Serving	<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult	<input type="checkbox"/> Older Adult

Accept Medicare? Yes \_\_\_ No \_\_\_

Sliding Scale Fees? Yes \_\_\_ No \_\_\_

Accept Medicaid? Yes \_\_\_ No \_\_\_

Spanish Translator? Yes \_\_\_ No \_\_\_

Private Insurance? Yes \_\_\_ No \_\_\_

ASL Interpreter? Yes \_\_\_ No \_\_\_

Please provide any additional information necessary in the space provided below. (Please print)

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**Advertising Policy:** Mental Health America of Northern Kentucky will not endorse any one product or service. If mental health or substance abuse related, all advertising must fall within the most recent Recovery Model Standards of Care. To maintain Mental Health America of Northern Kentucky's high standards service and care, we reserve the right to refuse an advertisement if it does not meet our ethical and moral standards.

**Resource Directory Advertisements**

Location	Size	Non-Profit	Business
<input type="checkbox"/> Inside back cover full page	(7 ½ W x 10 H)	<input type="checkbox"/> 300.00	<input type="checkbox"/> 500.00
<input type="checkbox"/> Inside front cover full page	(7 ½ W x 10 H)	<input type="checkbox"/> 300.00	<input type="checkbox"/> 500.00
<input type="checkbox"/> Inside front cover half page	(7 ½ W x 4 ½ H)	<input type="checkbox"/> 175.00	<input type="checkbox"/> 350.00
<input type="checkbox"/> Inside directory full page	(7 ½ W x 10 H)	<input type="checkbox"/> 250.00	<input type="checkbox"/> 450.00
<input type="checkbox"/> Inside directory half page landscape	(7 ½ W x 4 ½ H)	<input type="checkbox"/> 150.00	<input type="checkbox"/> 250.00
<input type="checkbox"/> Inside directory half page portrait	(3 ½ W x 10 H)	<input type="checkbox"/> 150.00	<input type="checkbox"/> 250.00
<input type="checkbox"/> Inside directory quarter page	(3 ½ W x 4 ½ H)	<input type="checkbox"/> 100.00	<input type="checkbox"/> 200.00
<input type="checkbox"/> Inside directory business card	(3 ½ W x 2 H)	<input type="checkbox"/> 50.00	<input type="checkbox"/> 100.00

## **Website and E-Newsletter Advertisement**

Disc or emailed ads must be in jpeg, gif, png format. 50 meg email attachment size capacity (which includes your regular text body and html body). Any ads over this size must be received on disc.

	<b>Web Ad</b>	<b>E-News</b>	<b>Non-profit</b>	<b>Business</b>
<b>Top Banner</b> <b><u>650w x 114h</u></b>				
1 year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,500
6 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1,200
3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1,000
<b>Left Side Bar</b> <b><u>203w x 110h</u></b>				
1 year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$ 750
6 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$ 600
3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$150	<input type="checkbox"/> \$ 500
<b>Right Side Bar</b> <b><u>125w x 45h</u></b>				
1 year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$125	<input type="checkbox"/> \$ 375
6 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$ 300
3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$50	<input type="checkbox"/> \$ 250

### **Advertising Customer Information**

Business \_\_\_\_\_

Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Website Link Address: \_\_\_\_\_

### **Preferred Ad start date:**

Website: \_\_\_\_\_

Monthly E-News: \_\_\_\_\_

I cannot advertise this year but please accept my donation of \$\_\_\_\_\_

### **Mail check or money order to:**

Mental Health America of Northern Kentucky  
513 Madison Ave., Suite 3  
Covington, KY 41011

Phone: 859-431-1077  
Fax: 859-292-2485  
Email: mhanky@mhanky.org