



APSC Rate Sheet for Quarterly E-Newsletter & Online Advertisements

The Addiction Professionals of South Carolina offers advertising space on the official website and publishes a quarterly electronic newsletter. The quarterly newsletter is distributed to over 3,900 counselors in South Carolina. APSC also generates e-announcements that are sent to 5,890 counselors. During 2020, e-newsletters received a 26.5% open rate, and 11.7% click rate; e-announcements received 21.3% open rate, and a 5.3% click rate. (Open rate on both of e-newsletter and e-announcements exceed the marketing and public relations industry standard of 13.5%.)

Website Advertisement	<u>Duration:</u>	
	<input type="checkbox"/> 1 Month: \$100	<input type="checkbox"/> 8 Month: \$700
	<input type="checkbox"/> 3 Months: \$250	<input type="checkbox"/> 10 Months: \$800
	<input type="checkbox"/> 6 Months: \$500	<input type="checkbox"/> 12 Months: \$950
Electronic Newsletter	<u>1 Issue:</u>	
	<input type="checkbox"/> Quarter page: \$100	<input type="checkbox"/> Quarter page: \$300
	<input type="checkbox"/> Half page: \$200	<input type="checkbox"/> Half page: \$600
	<u>2 Issues:</u>	
	<input type="checkbox"/> Quarter page: \$200	<input type="checkbox"/> Quarter page: \$385
	<input type="checkbox"/> Half page: \$400	<input type="checkbox"/> Half page: \$750
	<u>3 Issues:</u>	
	<u>4 Issues:</u>	

APSC Advertising Payment Method:

- Check Enclosed
 VISA
 MC
 AmExp

Company Name: _____

Name on Card _____ Security code _____

Card #: _____ Exp Date: _____

Billing Address: _____

Signature: _____ Date: _____