

May 2014

Dear Psychotherapist:

Thank you for your interest in advertising in *The Therapist Directory of San Diego*, San Diego's premier local online resource for finding a psychotherapist. **The 2014-2015 annual online edition of the directory was updated in May 2014.** It is published on the website: [www.sandiegotherapists.com](http://www.sandiegotherapists.com), which currently receives over **15,000** visits per month. ***Special introductory offer: Guaranteed to make your money back or get a second year free on the website.***

Therapists have built their practice by advertising in the directory! Advertising in the Therapist Directory of San Diego is a way to: 1) let people know about you and the services that you offer, 2) attract the type of clients with whom you like to work, 3) expand your practice without participating on insurance panels.

**Publication**

Your ad will be posted on the website within two weeks of receipt and through the end of May 2014. With the online directory you get the benefit of: 1) your ad on its own webpage can be used as your website address and gets listed separately on search engines, 2) your ad can link to your e-mail address and/or homepage, and 3) additional free advertising can be obtained by submitting an article that is posted on the website.

**Annual Rates**

**Website ad – pro-rated amount of \$28.75/mth thru May 2015 includes 200 words, 4 specialties, 1 photo, 1 e-mail and 1 website link. Additional charges:**

additional words above 200 - \$1/word  
additional specialties above 4 - \$15/each  
additional photo/logo above 1 - \$10/each  
additional e-mail/website link - \$20/each

**Therapy/Support Group listing – one payment of \$75 (\$40 w/ad) includes 20 words**

**Ads**

A standard website ad includes 200 words plus a photo. **Please make sure you count the amount of words in your ad.** The charge for additional words is \$1/word. Four specialties and one e-mail and website link are included with your ad. You may be listed under more than four specialties or include an additional website link or photo/logo for an added charge. Recently added is an insurance page. Please submit: 1) a hard copy of your ad showing text in boldface, italics, bullets, etc., 2) a disk with the ad copy saved as an MSWord or text file or sent via e-mail as an attachment, and 3) a color photo or your photo e-mailed as a 300 dpi tif file or jpg. **Please do not forget to name your files using your last name only.**

**Therapy/Support Group Listing**

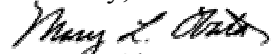
The therapy and support groups are listed on a separate page on the website. The listing can contain a maximum of 20 words of description (or 150 characters w/spaces) not including title, name and phone. There is a charge for additional words above 20 and for a link to another website. The listing can be written on the order form in the space provided.

**Photographer Services**

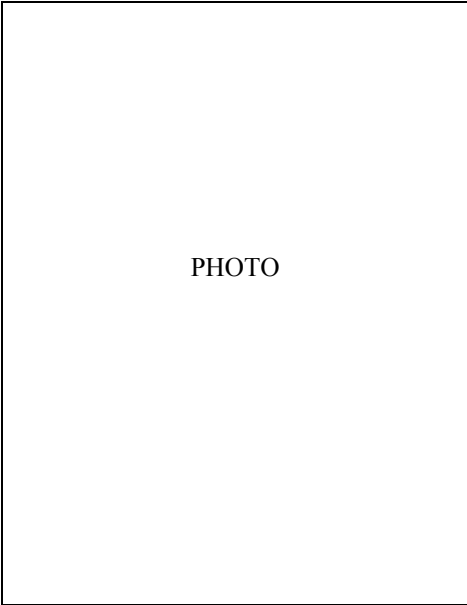
For a photo, I highly recommend the photographer, Ken Randall, at 619-206-8236. He offers a sitting with 30 poses from which to choose on a CD for a very reasonable rate. Many therapists in the directory have used him.

Please submit the ad materials along with the enclosed order form, advertising agreement, and full payment of the total pro-rated advertising fee. The next edition of *The Therapist Directory of San Diego* will be published in May 2014. Please feel free to contact me if you have any questions. I can be reached by phone: (858) 354-0970, fax: (619) 584-4697, or e-mail: [therapistdirectory@gmail.com](mailto:therapistdirectory@gmail.com). I hope that your ad will prove to be a worthwhile investment!

Sincerely,



Mary L. Obata  
Publisher



PHOTO

**FIRST AND LAST NAME, DEGREE/LICENSE**  
**Phone (address and title optional)**

**T**HIS IS A SAMPLE half-page ad. A half-page ad can contain up to 200 words, which includes everything but the specialty column. A full-page ad can contain up to 400 words.

The content of the ad is entirely up to you. Feel free to use boldface, italics, bullets, etc. You can present it in the first-person or the third-person. You might want to talk about your experience, your approach, the focus of your practice, or your view of therapy. If you would like help in composing your ad, please ask for assistance.

The material needed for your ad includes: A hard copy of your text and the ad copy saved as an MSWord or text file on a disk or sent via e-mail, a completed order form and advertising contract, a 5" x 7" photo or your photo saved as a tif or jpg file, and full payment of the total advertising fee.

You will be asked to review a posting of your ad on the website and your approval is needed to be added to the main pages. Online publication was in May 2014, and will your ad will be posted until the next publication in May 2015.

(Optional)  
 Education: \_\_\_\_\_  
 Certification: \_\_\_\_\_  
 Training: \_\_\_\_\_  
 Hours: \_\_\_\_\_  
 Payment: \_\_\_\_\_  
 Offices: \_\_\_\_\_

**Specialty**

Specialty

Specialty

Specialty

SPECIALTIES TO CHOOSE FROM

- |                              |                              |                                 |                             |
|------------------------------|------------------------------|---------------------------------|-----------------------------|
| Accelerated Healing          | Depression/Anxiety           | Marriage Counseling             | Psychodynamic Psychotherapy |
| ADD/ADHD                     | Developmental Assessment     | Medications                     | Psychoeducational Testing   |
| Addictions                   | Divorce                      | Meditation                      | Psychological Assessment    |
| Adolescents                  | Divorce Mediation            | Menopause                       | Psychological Testing       |
| Adult Children of Alcoholics | Domestic Violence            | Men's Issues                    | Psychopharmacology          |
| Adults                       | Dream Work                   | Military Issues                 | Psychospiritual Development |
| Aging Issues                 | Dual Diagnosis               | Mind/Body Therapy               | Psychotherapy               |
| Alcohol/Drug Abuse           | Eating Disorders             | Mindful Parenting               | PTSD                        |
| Anger/Fear                   | Educational Assessment       | Mindfulness                     | Relationship Coaching       |
| Anger Management             | EMDR                         | Multicultural Issues            | Relationships               |
| Art Therapy                  | Emotional Freedom            | Natural & Alternative Treatment | Remarriage                  |
| Assertiveness Training       | Techniques                   | Neurofeedback                   | Sandtray Therapy            |
| Bariatric Surgery            | Emotionally Focused Therapy  | Neuropsychological Testing      | Self-Esteem                 |
| Behavior Problems            | Empowerment                  | NLP                             | Sex Therapy                 |
| Biofeedback                  | Energy Psychology            | Obsessive Compulsive            | Sexual Abuse/Incest         |
| Bipolar Disorder             | Equine Experiential Learning | Disorder                        | Sexual Addiction            |
| Body Centered Therapy        | Expressive Arts Therapy      | Older Adults                    | Sexual Difficulties         |
| Brainspotting                | Families                     | Panic/Phobias                   | Sexuality                   |
| Business Consulting          | Financial Issues             | Parent/Child                    | Sleep Disorders             |
| Career Counseling            | Forensic Evaluations         | Parent Coaching                 | Solution-Focused Coaching   |
| Children                     | Forensic Psychiatry          | Parenting                       | Solution-Oriented Therapy   |
| Christian Therapy            | Gay/Lesbian Issues           | Peak Performance                | SoulCollage®                |
| Chronic Pain                 | Grief/Loss                   | Personal Growth                 | Spiritual Growth            |
| Chronic/Terminal Illness     | Groups                       | Personality Disorders           | Stepfamilies                |
| Codependency                 | Huntington's Disease         | Physical Illness                | Stress Management           |
| Cognitive Therapy            | Hypnotherapy                 | Play Therapy                    | Thought Field Therapy       |
| Communication                | Individuals                  | Positive Psychology             | Trauma/Abuse                |
| Compulsive Overeating        | Infertility Counseling       | Pre-Marital Counseling          | Traumatic Brain Injury      |
| Conflict Resolution          | Infidelity                   | Pregnancy/Postpartum Issues     | Trichotillomania            |
| Consultation                 | Interventions                | Professional Development        | Victims of Crime            |
| Corporate Consulting         | Intimacy                     | Psychiatric Disorders           | Weight Management           |
| Couples                      | Learning Disabilities        | Psychiatry                      | Women's Issues              |
| Creativity Blocks            | Life Coaching                | Psychoanalysis                  | Workplace Issues            |
| Custody/Co-Parenting         | Life Transitions             | Psychoanalytic Psychotherapy    | Young Adults                |

# THE THERAPIST DIRECTORY OF SAN DIEGO

## ORDER FORM

Advertiser \_\_\_\_\_ Contact \_\_\_\_\_

Business Address \_\_\_\_\_

Geographical Location of Office(s) \_\_\_\_\_

Billing Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell Phone \_\_\_\_\_ E-mail \_\_\_\_\_

( ) Website Ad (\$28.75/mth pro-rated) \$ \_\_\_\_\_ ( ) Add'l Specialties above 4 (\$15 ea) \$ \_\_\_\_\_  
- add'l words over 200 (\$1/word) \$ \_\_\_\_\_ ( ) Add'l Photo or Logo scan (\$10 ea) \$ \_\_\_\_\_  
( ) Therapy Group (\$75 ea or \$40 w/ad) \$ \_\_\_\_\_ ( ) Add'l E-mail/Website Link (\$20 ea) \$ \_\_\_\_\_  
- add'l words over 20 (\$1/word) \$ \_\_\_\_\_

Specialties for Ad (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

(4) \_\_\_\_\_ Add'l Specialties \_\_\_\_\_

E-mail Address for Ad \_\_\_\_\_ Website Link \_\_\_\_\_

Insurance (alphabetical order) \_\_\_\_\_

Therapy/Support Group Listing – max. 20 words (or 150 characters w/spaces) for description not including title, name and phone \_\_\_\_\_

How did you find out about the directory? \_\_\_\_\_

Total Advertising Fee (pro-rated at \$28.75/mth thru May 2015) \$ \_\_\_\_\_

Total Paid \$ \_\_\_\_\_

( ) Payment by Check (*Please make check payable to: TDSD*) Check # \_\_\_\_\_

( ) Payment by Visa/MasterCard

Account # \_\_\_\_\_ Exp. date \_\_\_\_\_

3-digit security code on back of credit card \_\_\_\_\_

Name on credit card \_\_\_\_\_

Billing address of credit card (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

*Please send ad submission, order form, ad contract, and payment to:*

The Therapist Directory of San Diego  
3680 Moultrie Avenue  
San Diego, CA 92117  
Ph: (858) 354-0970, Fax: (619) 584-4697  
E-mail: therapistdirectory@gmail.com

# THE THERAPIST DIRECTORY OF SAN DIEGO

## AGREEMENT FOR ADVERTISING

This Agreement is between \_\_\_\_\_ located at \_\_\_\_\_ License # \_\_\_\_\_ hereinafter referred to as "Advertiser," and Mary L. Obata, at 3680 Moultrie Ave., San Diego, CA 92117, hereinafter referred to as "Publisher," in consideration of the promises made herein, agree as follows:

### ARTICLE 1. ADVERTISING SPACE

#### *Description*

Section 1.01. The Advertiser agrees to use and the Publisher agrees to provide advertising space in the website of "The Therapist Directory of San Diego" ("the Publication"), subject to the terms and conditions of the Agreement. The advertisement inserted shall be on its own webpage. The advertising space shall be used and provided one time.

### ARTICLE 2. COSTS AND PAYMENTS

#### *Rates*

Section 2.01. The rates for the advertisements referred to herein are as follows:

Website 200-word Ad (\$345/yr or pro-rated at \$28.75/mth)	Add'l Specialties above 4 (\$15 ea)
- add'l words over 200 (\$1/word)	Add'l Photo or Logo scan (\$10 ea)
Therapy Group Listing (\$75 or \$40/ad)	Add'l E-mail/Website Link (\$20 ea)
- add'l words over 20 (\$1/word)	

#### *Billings and Payments*

Section 2.02. The Advertiser shall make payment to the Publisher for the advertising when Advertiser places the ad with the Publisher. The total advertising fee is due at the execution of this Agreement. In the event the Advertiser fails to pay for their advertisement, the Publisher shall have the option of declining to publish any advertisement for the Advertiser in that issue and in future issues. In the event the Advertiser no longer wants to advertise after submitting materials, money will be refunded only at the discretion of the Publisher and with possible fees assessed.

### ARTICLE 3. SUBMISSION BY ADVERTISER

#### *Submission of Ad*

Section 3.01. The Advertiser shall submit the content of the advertising copy. The Publisher shall have the option of declining to publish an advertisement for the Advertiser in that issue. The publisher reserves the right to refuse to publish an advertiser in accordance with any rules the Publisher may now have, or may adopt in the future, concerning acceptance of an advertiser.

#### *Approval of Ad*

Section 3.02. The Publisher shall post the ad to the website and notify the Advertiser for approval. The Advertiser shall indicate approval or changes that need to be made within one week. If the advertiser fails to give approval or disapproval, the publisher is not liable for errors or omissions that may have occurred.

#### *Editing Changes to Ad*

Section 3.03. Once the ad is posted, the Publisher shall make all formatting changes and correct all errors indicated by the Advertiser at no charge. However, there will be a charge for making any editing changes to the ad after submission by the Advertiser at \$15 for 10 words or less and at an hourly rate of \$60/hour for more extensive changes.

### ARTICLE 4. CONTENT AND DESIGN OF ADVERTISING COPY

#### *Content and Design*

Section 4.01. The Advertiser will provide the content of the advertising copy. Advertisements will then be designed to fit within the format provided by the Publisher. Advertiser shall have the right to indicate whether the copy will be in boldface, italics, bullets, etc. However, the Publisher reserves the right to reject, alter, or refuse any advertising copy or design, in its sole discretion or disapprove any advertising copy or design in accordance with any rules the Publisher may now have, or may adopt in the future, concerning acceptance of advertising matter, but no change in advertising copy or design will be made without the prior written consent of the Advertiser.

### ARTICLE 5. PRINTING ERRORS OF PUBLISHER

#### *Deletion of Advertisement*

Section 5.01. In the event any advertisement fails to appear as agreed herein, without the fault of the Advertiser, the Publisher shall not be entitled to payment for that advertising and a refund shall be made to Advertiser within 30 days of publication.

(Please sign below)

Initials \_\_\_\_\_

*Errors and Quality on Website*

Section 5.02. The Advertiser is responsible for bringing to the attention of the Publisher any errors or omissions in copy when the Advertiser reviews the ad on the website; otherwise, the Publisher assumes no responsibility for errors. Every attempt will be made to reproduce the ad exactly as given; however, the Publisher will need to modify the ad to conform to the more simplified format available on the Internet. Moreover, the Publisher cannot control for variances in viewing on computers using different resolutions or browsers other than the standard.

**ARTICLE 6. GUARANTEE OF PUBLICATION**

*Publication*

Section 6.02. Posting of the ad will begin within two weeks of receiving the ad materials, with links provided to the Advertiser’s e-mail or website, if available. The ad will be posted until the next edition of the website is published.

**ARTICLE 7. INDEMNIFICATION**

*Advertiser Responsible for Advertising Copy*

Section 7.01. The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published pursuant to this Agreement, and shall indemnify and hold the Publisher harmless against any demands, claims, or liability thereon. The Advertiser shall reimburse the Publisher for any amount paid by the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of publication of advertising copy, and for all expenses incurred in that regard, including, but not limited to, attorney’s fees and costs of litigation.

**ARTICLE 8. COMPLIANCE WITH LAW AND INTERPRETATION OF CONTRACT**

*Force Majeure*

Section 8.01. The Publisher shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert or circulate any advertisement provided for herein because of any labor dispute, strike, war, riot, insurrection, civil commotion, fire, flood, earthquake, accident, or any act of God, or any other cause beyond the control of the Publisher. In such an event, the Advertiser shall have the option of having the advertisement inserted in a future issue of the Publication on the terms and conditions contained herein or having a refund given by the Publisher for the advertisement not inserted or having a partial refund given by the Publisher for the advertisement circulated less than a period of one year.

*Assignment and Delegation*

Section 8.02. Neither party may assign any rights or delegate any duties under this Agreement without the express prior written consent of the other.

*Entire Agreement*

Section 8.03. This writing contains the entire agreement of the parties. No representations other than those expressly set forth in this Agreement were made or relied upon by either party. No agent, employee, or other representative of either party is empowered to alter any of the terms of this Agreement, unless done in writing and signed by both parties.

*Controlling Law*

Section 8.04. The validity, interpretation, and performance of this Agreement shall be controlled by and construed under the laws of the State of California.

*Failure to Object Not a Waiver*

Section 8.05. The failure of either party to this Agreement to object to, or to take affirmative action with respect to any conduct of the other which is in violation of the terms of this Agreement shall not be construed as a waiver of any such rights or of any future breach or subsequent wrongful conduct.

EXECUTED ON \_\_\_\_\_.

PUBLISHER:

ADVERTISER:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name