

# AUTISM SPECTRUM NEWS

*Your Trusted Source of Science-Based Autism Education,  
Information, Advocacy, and Community Resources*

*Published by Mental Health News Education, Inc.  
A Nonprofit Organization*



## Readers Trust and Recommend Autism Spectrum News

All articles and community resources are reviewed by our esteemed Editorial Board to ensure that every issue of *Autism Spectrum News* brings our valued readers only the highest quality of safe and proven-effective trusted information

## Advertisers Prefer Autism Spectrum News

As the nation's leading evidence-based publication for the autism community, *Autism Spectrum News* provides an affordable and cost-effective opportunity to reach a large targeted autism readership with an immersive community distribution in print in addition to a fast-growing online readership

### 2017 Media Kit

2. Demographics • 3. Reader Profile

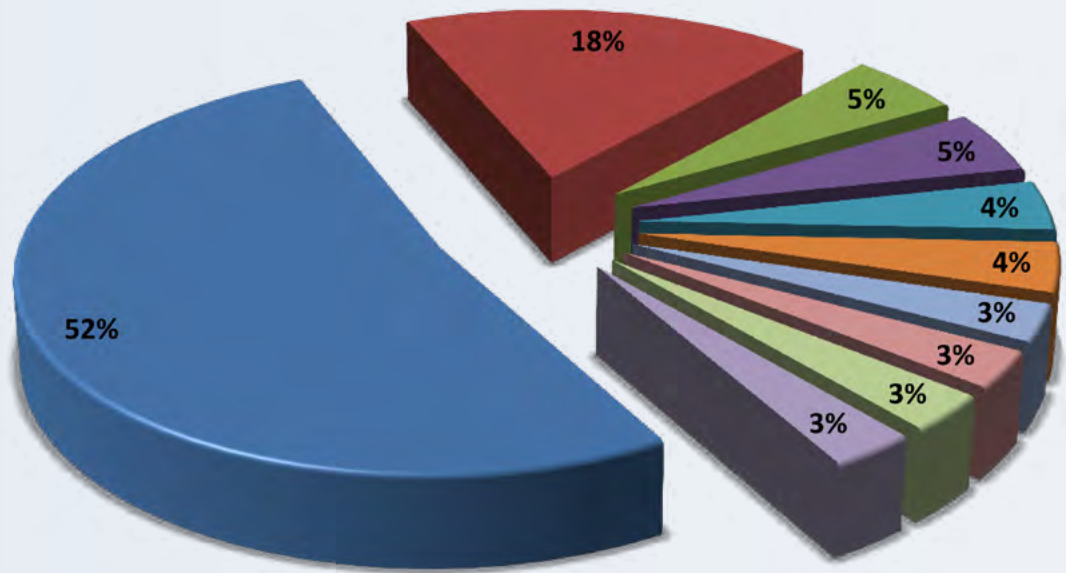
4. Editorial Calendar and Article Submission Guidelines • 5. Advertising Rates, Specs and Conditions

6. Subscription Rates and Reader Feedback • 7. The Story Behind Autism Spectrum News

8. Autism Spectrum News Editorial Board and MHNE Board of Directors

## Over 100,000 Print and Online Readers Across the Nation

- 52% - Metro NYC & Long Island
- 18% - Upstate New York
- 5% - New Jersey
- 5% - New England States
- 4% - Connecticut
- 4% - Pennsylvania
- 3% - Massachusetts
- 3% - Western USA
- 3% - Mid-Atlantic States
- 3% - Southern/Central USA



## Thousands of Additional Free Copies Distributed Every Year

*Providing Essential Education Directly to Consumers and Professionals*

### Available Free at Major Conferences and Events

- Mt. Sinai Seaver Autism Center Conference • Missouri Thompson Center Autism Intervention Conference
- Virginia OAR Autism Research and Intervention Conference • NYC Annual Young Child Expo and Conference
- Children's Hospital of Philadelphia Center for Autism Research Conference • AHA NY Autism Conference
- UJA Federation of NY Hilibrand Autism Symposium • Rockland County NY Autism Symposium
- YAI Annual International Conference • Weill Cornell Medical College Autism Symposium

### Provided Free at Leading Community Organizations

- Yale Child Study Center • Westchester ARC • Services for the Underserved • The McCarton School
- NYC District 75 Schools • Devereux Millwood Center • Fay J. Lindner Center for Autism • Chapel Haven
- F·E·G·S Health and Human Services System • Westchester Jewish Community Services • Los Niños Services
- Jewish Board of Family and Children's Services • The Cody Center at Stony Brook • Spectrum Services
- Columbia University School of Social Work • Massachusetts Lurie Center for Autism
- Mental Health Association of NYC • Manhattan Autism Society

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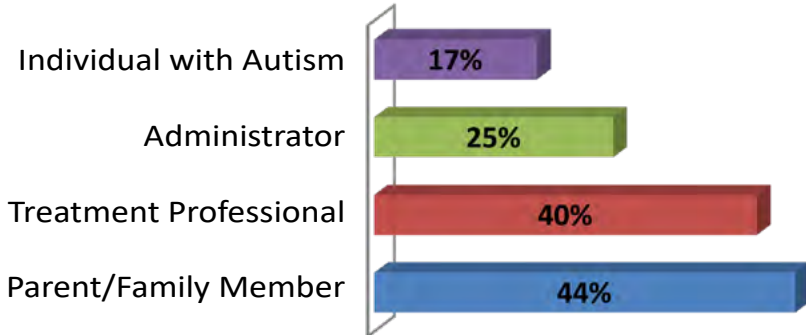


## Autism Spectrum News Has a Loyal, Actively Engaged Readership

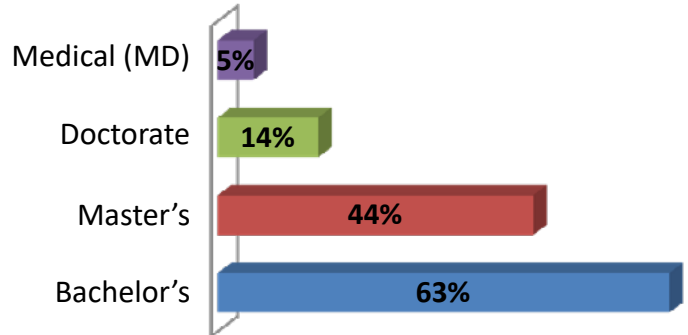
- 97%** Very satisfied or satisfied with ASN
- 69%** Passed ASN along to others
- 89%** Clipped out articles for peers to read
- 48%** Discussed an article with staff or students
- 15%** Quoted an article in a speech or memo
- 64%** Usually read each issue cover-to-cover
- 60%** Read three or four of the last four issues

*Readership data source: MHNE 2011 Readership Survey*

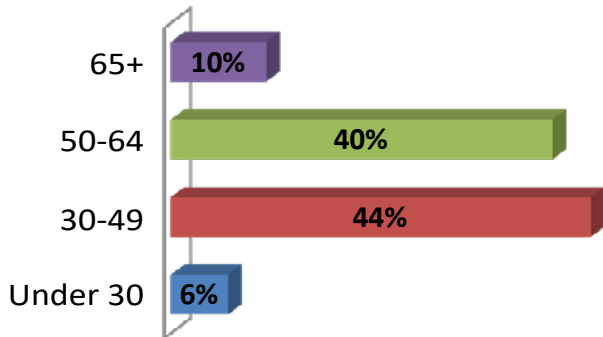
### Broad Readership



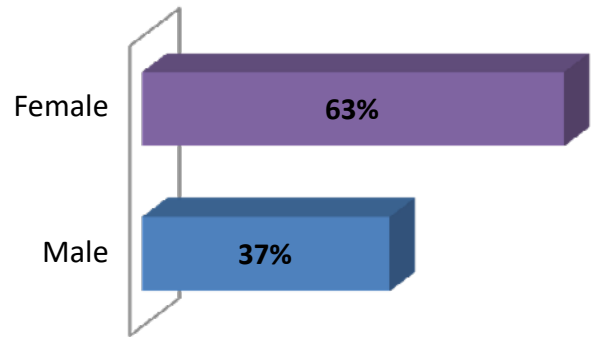
### Highly Educated



### Youthful



### Predominantly Female



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# Autism Spectrum News Editorial Calendar

Issue	Theme	Ad & Article Final Deadline	Est. Public Release
Winter 2018	Assessment, Diagnosis & Science-Based Interventions	12/6/17	1/3/18
Spring 2018	Understanding and Treating Psychiatric and Medical Conditions Associated with Autism	3/1/18	4/1/18
Summer 2018	Supporting Children with ASD at School	6/1/18	7/1/18
Fall 2018	Staying Safe with Autism	9/6/18	10/1/18

## Article Submission Guidelines

- Please contact us first to discuss your idea. Article topics related to the issue's theme are preferred, but other topics will be accepted upon approval from the publisher.
- If you represent a community organization, health facility or association, your article must be read and approved by your organization's Executive Director, CEO or Public Relations Director.
- Content must be educational and informative in nature, fitting to the general nature and high standards of our publication. Self-promotional "advertorials" will not be accepted. Promotional content is reserved for Ad space.
- In keeping with the evidence-based mission of our publication, articles will not be accepted from individuals or organizations that offer information and/or treatments of unproven efficacy. All content is subject to the approval of the ASN Editorial Board.
- Article length should generally be between 750 and 1,250 words and include a short title.
- The article byline must include the author's Full Name with academic letters, Job Title and Organization (if applicable).
- References should follow APA Style ([apastyle.org](http://apastyle.org)) with in-text citations and full references listed below the article.
- Include a sentence or two for use at the end of the article with contact information (e.g. website, email, phone).
- If possible, please provide a high resolution color photo of the author(s) to accompany the article.
- Articles must be submitted as a Word Document in final edited form to [dminot@mhnews.org](mailto:dminot@mhnews.org), preferably a few weeks before the announced deadline date.

Any questions or concerns regarding an article submission process should be directed to David Minot, Publisher at (978) 733-4481 or [dminot@mhnews.org](mailto:dminot@mhnews.org).

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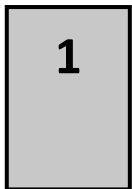
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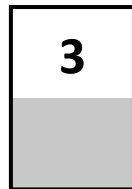
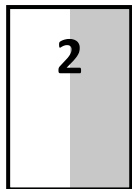
# Autism Spectrum News Advertising Rates

Advertisement Size	Width	Height	Single Issue Insertion Rate	Annual 4-Issue Insertion Rate
1) Full Page	10.4"	12.8"	\$1,000	25% Savings - 4 Ads for the Price of 3 !!
2) Half Page Vertical	5.1"	12.8"	\$750	
3) Half Page Horizontal	10.4"	6.4"	\$750	
4) Quarter Page Vertical	5.1"	6.4"	\$500	
5) Quarter Page Horizontal	10.4"	3.1"	\$500	
6) Eighth Page Vertical	5.1"	3.1"	\$300	
7) Eighth Page Horizontal	10.4"	1.5"	\$300	
8) Business Card (1/16 Page)	5.1"	1.5"	N/A	

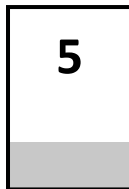
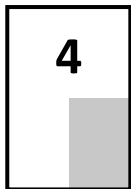
Full Page



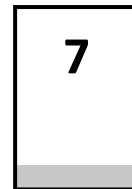
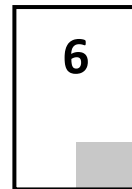
Half Page



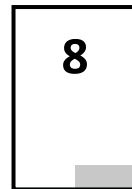
Quarter Page



Eighth Page



Business Card



## Advertisement Conditions

- Payment is expected in full at the beginning of the contract. Credit Card payments can be made online at [www.mhnews-autism.org/advertise.htm](http://www.mhnews-autism.org/advertise.htm). Checks should be made out to **Mental Health News Education, Inc.** and mailed to: 460 Cascade Drive, Effort, PA 18330.
- Dated announcements and Events should be submitted well in advance. The release date of each issue is approximately one month from the deadline date. Please call to discuss time sensitive materials.
- All artwork should be submitted as a PDF in **Color at 72 dpi for the digital edition** and in **Black and White at 300 dpi for the newspaper-style print edition**. Please provide a URL as the digital Ad is clickable.
- The discounted Annual Rate runs for 4 consecutive issues. Changes may be made prior to the deadline of each consecutive issue. Please notify the Publisher ahead of time that changes will be made.

Any questions or concerns regarding the production or transmission of advertisements or regarding billing contracts and pricing should be directed to **David Minot, Publisher at (978) 733-4481 or [dminot@mhnews.org](mailto:dminot@mhnews.org)**.

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## Autism Spectrum News Subscription Rates

- **Individual/Family Rate - \$40/year**
- **Professional Rate - \$50/year**
- **Discounted Small Group Rate (25 Copies of Each Issue) - \$150/year**
- **Discounted Large Group Rate (50 Copies of Each Issue) - \$300/year**

*Rates include the delivery of four quarterly issues of Autism Spectrum News*

Pay by credit card online at [www.mhnews-autism.org/subscribe.htm](http://www.mhnews-autism.org/subscribe.htm)

To pay by check, please provide your full name and postal mailing address with a check made out to "Mental Health News Education, Inc." and send to 460 Cascade Drive, Effort, PA 18330

## Reader Feedback

"Yours are the ONLY publications in our lobby waiting room. Parents and grandparents spend many hours reading the articles as they wait to pick up our clients. We will gladly share both publications with our staff and friends as well."

- Arzu Forough, Executive Director, Families for Effective Autism Treatment (FEAT) of Washington State

"I am so proud to be associated with Autism Spectrum News and its outstanding Editorial Board. I am constantly referring parents to the newspaper for a trusted source of vital science-based news, education, and community resources. Too many parents are going to see 'so called' experts who are taking them down a dangerous road with unproven and unscientific methods. Keep up the great work!"

- Pat Schissel, Executive Director, Asperger Syndrome and High Functioning Autism Association

"Having written articles for ASN, I can vouch for it being a great resource for anyone wishing to learn more about the autism spectrum. The publication is well written with contributions from leading experts in the field. It has my highest recommendations."

- Stephen Shore, Professor at Adelphi University, Author and International Public Speaker

"Autism Spectrum News is a wonderful resource for professionals and family members. It covers important information in ASD from research to practice. The articles are well-written and informative yet easy-to-read. I highly recommend Autism Spectrum News."

- Brenda Smith Myles, Specialist at Ohio Center for Autism and Low Incidence

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## The Father and Son Team Behind *Behavioral Health News* and *Autism Spectrum News*

Surviving an extreme hardship in a person's life can often provide them with a unique perspective on the difficulties they have had to endure. It can also ultimately make them stronger and lead them down a path to helping others.

That is the story behind Ira and David Minot, the father and son team who publish *Behavioral Health News* and *Autism Spectrum News*.

Ira Minot, who founded *Mental Health News* in 1999 (now *Behavioral Health News*), is a survivor of mental illness that began in his mid-30s. His 10-year life and death battle with depression left him homeless, destitute and having to begin his life all over again. His son David grew up in the shadow of his father's illness and witnessed firsthand how an illness and the stigma attached to it can bring even the strongest person to his knees.

Following his ten-year ordeal, Ira finally received the treatment that broke the chains of his depression. Out of the ashes of his illness, and with the support of many dedicated leaders of the mental health community, he created a small local newsletter dedicated to providing hope through education for people with mental illness and their families. Today, *Behavioral Health News* is the nation's leading provider of evidence-based community mental health education.

Inspired by his father's vision and with his own understanding of the importance of providing community education, David joined his father in 2007 to help launch and is now the publisher of *Autism Spectrum News*.

With help from some of the nation's leading minds in the field of autism and leaders of many of the northeast's leading autism organizations, *Autism Spectrum News* premiered in the fall of 2008 and quickly set a new standard for science and evidence-based community education. *Autism Spectrum News* provides readers with a trusted source of strictly science and



**Ira and David Minot**

evidence-based educational articles and has a firm policy of only accepting advertising from organizations that meet the publication's strict science based criteria. *Autism Spectrum News* has become a "must read" and a vital resource for families with children on the spectrum as well as for the treatment professionals and service providers that care for them.

Both *Behavioral Health News* and *Autism Spectrum News* are hardcopy quarterly newspapers that reach over 160,000 consumers, families, treatment professionals, service providers, educators, and decision makers across the country. The nonprofit organization, Mental Health News Education, Inc., which is behind the award-winning publications, provides thousands of free copies of each issue to the community. In addition, the publications each have websites where current and back issues are posted for free reading: *Behavioral Health News* ([www.mhnews.org](http://www.mhnews.org)) and *Autism Spectrum News* ([www.mhnews-autism.org](http://www.mhnews-autism.org)).

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