



IPS Advertising Opportunities

IPS Update

Introduced in 2018, the *IPS Update* has become a dependable monthly source of news for members. Content includes an article from the president, membership meeting minutes, updates on upcoming CME offerings, news from the American Psychiatric Association, industry news, member updates, and more.

Advertisements are limited to a logo and three paragraphs of copy (no more than four sentences per paragraph). Materials must be received by IPS no later than the 18th of the month.

Reach: 200 plus members of the Iowa Psychiatric Society

Single publication: \$375

For every two months purchased, sponsor will receive a third month at no charge.

Company-specific Electronic Advertisement

Similar to the *IPS Update*, we utilize our 200 plus member database to market your opportunity without competing messages or visuals. This email is entirely dedicated to your advertisement. Additionally, the release of this announcement is dictated by you, both day and time.

Advertisements are limited to a logo and five paragraphs of copy (no more than four sentences per paragraph). Please allow up to 48 business hours from IPS receipt of materials for email to be scheduled and released.

Reach: 200 plus members of the Iowa Psychiatric Society

Single publication: \$550

For every two advertisements purchased, sponsor will receive a third advertisement at no charge.

IPS Website Advertising

IPS offers recruiters the opportunity to post a job announcement on the employment opportunities page or place a banner ad on the home page of the website.

Job announcements are limited to a logo and five paragraphs of copy (no more than four sentences per paragraph). Banner ads are limited to a logo and minimal text. Please allow up to 48 business hours from IPS receipt of materials to be posted.

Reach: unknown

Single publication: \$175 for month-long employment opportunity advertisement, \$325 for month-long home page advertisement

For every two advertisements purchased, sponsor will receive a third advertisement at no charge.

Mailing Label Purchase

Interested parties may purchase the postal mailing addresses of IPS members. Intent of use must be pre-approved by IPS. Typical turn-around time is 48 business hours from receipt of materials to be distributed.

Reach: 200 plus members of the Iowa Psychiatric Society

Printed labels: \$225

Rented labels: \$325