



## 2024 Media Kit

# AUTISM SPECTRUM NEWS

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

[AutismSpectrumNews.org](https://AutismSpectrumNews.org)

[View the Current Issue](#) • [Editorial Calendar](#) • [Browse Articles by Topic](#) • [Quarterly Issue Archives](#)

## Autism Spectrum News By The Numbers

**550,000**

Annual Page Views

**400,000**

Annual Unique Users

**45,000**

Page Views/Month

**55,000**

Social Media Followers

**1,500**

Educational Articles

**65**

Quarterly Issues

**100%**

Free - No Paywall

## About Autism Spectrum News

Autism Spectrum News (ASN), published by the 501(c)(3) nonprofit organization Mental Health News Education, was developed to provide the autism community with a trusted source of evidence-based information and education, the latest in scientific research, clinical treatment best practices, family issues, advocacy, and vital community resources.

ASN raises the level of the autism field by serving as a central repository of quality, practical information written by leading professionals in autism service delivery and research, family members, and autistic adults. The publication's trusted content guides autistic adults, parents, and service providers in the right direction from the very beginning.

ASN provides hope through education by collaborating with leading autism organizations and educational institutions that are improving lives every day. The publication serves to unite and improve our evolving systems of care and advocate on behalf of autistic individuals and their families to reduce the harmful effects of stigma in the community.

In keeping with the publication's evidence-based mission, the esteemed ASN Editorial Board will only accept articles and advertising offering science-based information and/or treatments proven safe and effective for autistic individuals.

## An Award-Winning Publication

**Autism Spectrum News  
Receive Prestigious  
"Leader in Adult Autism Award"**



**Autism  
Society**



[Read the Press Release](#)

"We applaud Autism Spectrum News' efforts to showcase diverse and varied experiences from Autistic adults and their commitment to featuring articles written by Autistic contributors."

Autism Spectrum News exemplifies leadership in journalism that is vital to advancing acceptance for the Autism community."

- **Christopher Banks, President and CEO  
Autism Society of America**

# A Note From the Publisher



David Minot

## MHNE Core Values

**Evidence-Based:** We promise to provide science-based content and clinical treatment best-practices in our effort to be your trusted source.

**Collaboration:** MHNE provides hope through education by collaborating with leading provider agencies and educational institutions across the US that are improving lives every day.

**Advocacy:** We provide a platform for self-advocates, families and professionals to communicate and discuss important social issues in an effort to reduce the harmful effects of stigma in the community.

**Integrity:** The trust of our readers is essential. We maintain the highest level of standards for the content we provide to ensure the information we publish is accurate and of excellent quality.

## Welcome to Autism Spectrum News!

Thank you for your interest in Autism Spectrum News, the premier autism resource for families and professionals. Autism Spectrum News is committed to improving the lives of individuals living with autism as well as their families and the professional communities that serve them by providing a trusted source of science-based information, education, advocacy, and a roadmap to quality resources in the community.

Our valued advertising partners trust ASN for their marketing efforts because of our commitment to ensuring that all articles and promoted resources are promoting information that has been backed by science to be proven safe and effective for autistic individuals. ASN offers a unique opportunity to reach healthcare executives, administration, and program directors as well as treatment professionals, families and caregivers.

Autism Spectrum News has been building a targeted autism-focused audience since 2008. In 2019, we launched a brand new website with an ever-growing library of over 1,500 educational articles made accessible for free. Then in the summer of 2021, we moved away from print and went completely digital, allowing for even more growth and opportunities to connect with the autism community with the addition of our bi-weekly "Update" newsletters and our new series of webinars in addition to our regular quarterly publication.

The [Autism Spectrum News website](#) is now receiving an average of over 45,000 page views per month, and our social media channels have grown to over 55,000 followers!

As you look through the following pages, you will learn why Autism Spectrum News is an effective marketing tool to promote your treatment programs, support services, educational opportunities, events, job openings, and more.

We look forward to working with you!

### David Minot

Executive Director, [Mental Health News Education](#)  
Publisher, [Autism Spectrum News](#)

# The Father and Son Team Behind Autism Spectrum News and Behavioral Health 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 [Autism Spectrum News](#) and [Behavioral Health News](#).

Ira is a survivor of mental illness that began in his mid-30s. His 10-year life and death battle with treatment-resistant depression left him homeless, destitute, and forced him to begin his life all over again. His son David grew up in the shadow of his father's illness and witnessed firsthand how a mental illness and the stigma attached to it can bring even the strongest person to their knees.

In his recovery, Ira realized that there was a gap in the recovery model of our mental health system as, at that time, there were no educational publications that reached consumers and their distressed families to provide information on treatment options, coping strategies, and community resources available to them in their community.

Motivated by his personal experience and a desire for something better, Ira set out to address this unmet need to improve the lives of consumers living with mental illness and their families. With the help of many dedicated and supportive leaders in the mental health community, he created a quarterly newspaper in 1999 called Mental Health News, which in 2013 became Behavioral Health News to also address the needs of the substance use disorder community.

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 launch Autism Spectrum News with a mission improving lives by providing a trusted resource of safe and proven-effective education and information for the autism community.



**Ira and David Minot**

In keeping with the publication's evidence-based mission, Autism Spectrum News has an esteemed [Editorial Board](#) that will only accept articles and advertising offering science-based information and/or promoting treatments that have been proven safe and effective for autistic individuals.

Mental Health News Education (MHNE), publisher of Autism Spectrum News and Behavioral Health News, is a 501(c)(3) non-profit organization that is committed to improving the lives of individuals living with autism, mental illness, and substance use disorders as well as their families and the professional communities that serve them by providing a trusted source of science-based information, education, advocacy, and quality resources in the community.

Today, Autism Spectrum News and Behavioral Health News are online publications with a combined annual readership of over 500,000 providing free access to over 3,000 educational articles. While the publications have evolved over the years, Ira and David continue their unwavering commitment to their mission of providing hope and improving lives through education.

## Mental Health News Education Board of Directors

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### Chair

Rachel A. Fernbach, Esq., Executive Director and General Counsel  
New York State Psychiatric Association

### Vice-Chair

Yvette Brissett-André, MPA, Executive Director and CEO  
Unique People Services

### Secretary

Peter D. Beitchman, DSW, LMSW, Principal  
Behavioral Health Consultation

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Anita Appel, LCSW, Senior Health Care Consultant  
Sachs Policy Group

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Outreach

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Dr. JPetit Psychiatry Services

Joshua Rubin, MPP, Principal  
Health Management Associates

Jarod Stern, Senior Managing Director  
Savills

Kimberly Williams, MSSW, President and CEO  
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### Founding Chairman

Alan B. Siskind, PhD, LCSW

### Executive Staff

David Minot, Executive Director and Publisher

Ira H. Minot, LMSW, Founder

## Autism Spectrum News Editorial Board

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Cindy Alterson, PhD, BCBA, Principal of Devereux NY CARES  
Clinical Director, Devereux Advanced Behavioral Health-New York

Joel Bregman, MD, Psychiatrist  
United Community & Family Services

Joseph D. Buxbaum, PhD, Director  
Seaver Autism Center - Icahn School of Medicine at Mount Sinai

Monica E. Carr, PhD, Researcher  
The University of Melbourne, Australia

Susan Cortilet-Jones, MS, LMHC, Integrative Wellness Coach for Adults  
Discovering Your World, Corp.

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A Cooperative of Independent Practices & Organizations, NY, NY

Michael Gilberg, Esq.  
Special Education Attorney, NY/CT

Ami Klin, PhD, Director  
Marcus Autism Center

Becca Lory Hector, CAS, BCCS  
Autism, Neurodiversity, & Inclusion Consultant/Speaker/Author/Advocate

Cecelia M. McCarton, MD, Founder and Executive Director  
The McCarton Foundation, The McCarton School (for Autism)

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Autism Parent Advocate, New York

Theresa Pirraglia, Co-Founder and Board Member  
FECA, The Foundation for Empowering Citizens with Autism

Howard Savin, PhD, Chief Clinical Officer  
First Children Services

Pat Schissel, LMSW, New York Director  
Asperger/Autism Network (AANE)

Alison Singer, President  
Autism Science Foundation

Fred Volkmar, MD, Professor  
Yale Child Study Center

Linda J. Walder, Esq., Founder and Executive Director  
The Daniel Jordan Fiddle Foundation

Dianne Zager, PhD, Professor Emeritus  
C.W. Post Campus / Long Island University and Pace University



# Autism Spectrum News Website Statistics

**550,000**

Annual Page Views

**400,000**

Annual Unique Users

**45,000**

Page Views/Month

*Google Analytics statistics as of November 1, 2023*

## The ASN Social Media Community

**55,000**

Total Followers



## Partnering with Leading Organizations

*Providing Essential Education Directly to Individuals, Families, and Professionals*

AHRC New York City • Anderson Center for Autism • Asperger / Autism Network (AANE) • Autism Care Partners  
Autism New Jersey • Autism Science Foundation • Behavior Therapy Associates • Berklee Institute for Arts Education and  
Special Needs • Career and Employment Options • Center for Career Freedom • Chapel Haven Schleifer Center • Child Mind  
Institute • Chimes International • College Internship Program • Concordia College New York • Consciously Unbiased  
Daniel Jordan Fiddle Foundation • Dayton Children's Hospital • Devereux Advanced Behavioral Health • Douglass  
Developmental Disabilities Center at Rutgers University • Emory School of Medicine • EPIC Players Inclusion Company  
Exceptional Learning • Felicity House • First Children Services • First Place-Phoenix • Freeman Law Offices, LLC  
Global Autism Project • Indiana Resource Center for Autism • Integrate Autism Employment Advisors • Kutztown University  
Lamb Insurance Services • Lehigh University Autism Services • Marcus Autism Center • Mayerson and Associates  
Melmark • Monarch Center for Autism • MOVIA Robotics • New Frontiers Executive Function Coaching • NY State  
Industries for the Disabled (NYSID) • NexGen Healthcare • NEXT for AUTISM • Planning Across the Spectrum  
Sibling Leadership Network • Simons Foundation Autism Research Initiative • Southern Connecticut State University  
Spectrum Designs Foundation • Tech Kids Unlimited • The ARC Westchester • The ELIJA School & Foundation  
Threshold Program at Lesley University • UC Davis MIND Institute • University at Albany Center for Autism and Related  
Disabilities • University of Arkansas - Fayetteville • University of Chicago Press • University of Massachusetts Lowell  
Vista Life Innovations • Westchester Jewish Community Services • Winters Center for Autism • YAI • Yale Child Study Center

For more information contact David Minot, Publisher, at [dminot@mhnews.org](mailto:dminot@mhnews.org)

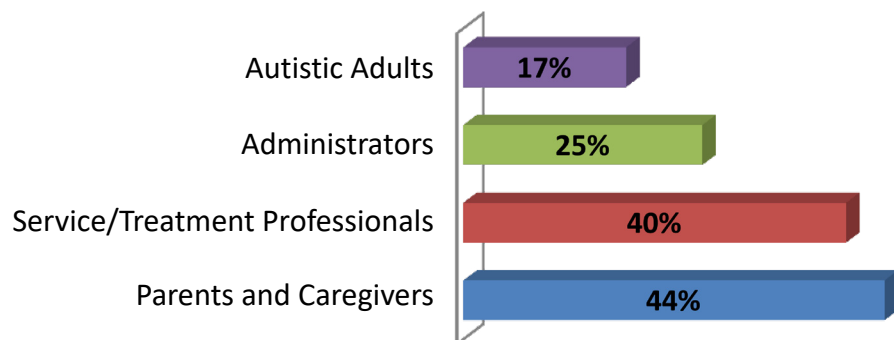
[AutismSpectrumNews.org](http://AutismSpectrumNews.org)



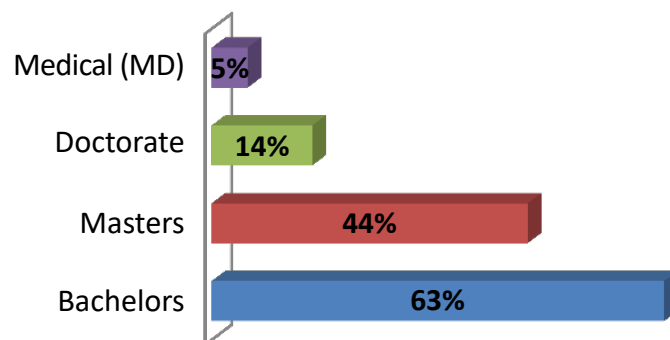
## Autism Spectrum News Has a Loyal, Actively Engaged Readership

- 97%** Very satisfied or satisfied with ASN
- 69%** Shared an article via email or social media
- 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

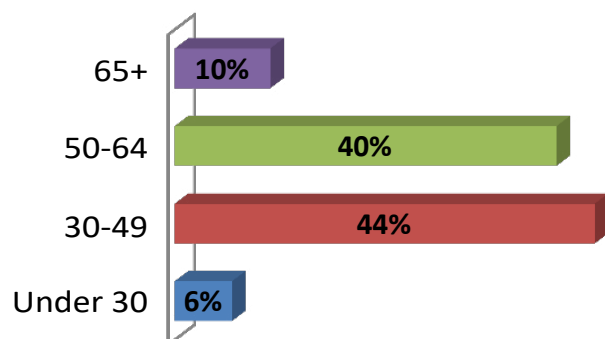
### Broad Readership



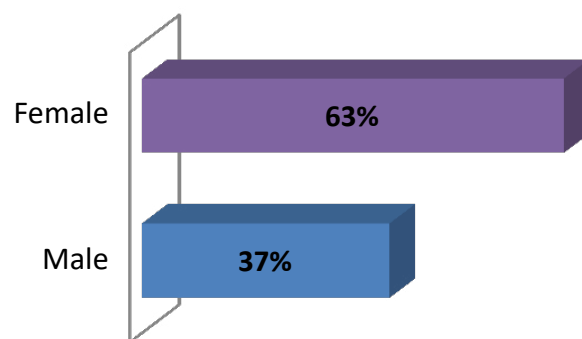
### Educated



### Age Range



### Predominantly Female



# Autism Spectrum News Editorial Calendar

Issue	Theme	Deadline	Est. Release
Spring 2024	Navigating the Healthcare System	3/5/24	4/3/24
Summer 2024	Supporting Autism Service Providers	6/5/24	7/9/24
Fall 2024	Supporting and Empowering Autistic Adults	8/28/24	10/1/24
Winter 2025	Understanding and Developing Communication Skills	12/4/24	1/7/25

## Article Submission Guidelines

- Please contact us first to discuss your idea for an article topic. Article topics related to the issue's theme are preferred, but other topics will be accepted upon approval from the publisher.
- Article length should generally be between 750 and 1,500 words and include a short title.
- If possible, please provide a high resolution color photo of the author(s) to accompany the article, or alternately a photo of a program in action - multiple options are ok. Include captions for all relevant photos.
- Include a byline below the title: [ **Full Name(s) with academic letters (if any)** ]  
[ **Job Title** ]  
[ **Name of Organization** ]
- Include an article summary of 1 to 3 sentences in length for use in our newsletter and social media.
- References should follow 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 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 and fitting to the general nature and high standards of our publication. Self-promotional "advertorials" will require accompanying paid advertising of a quarter page or larger. Promotional content is strictly reserved for [advertising](#) 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](#) and the Publisher.
- Articles must be submitted as a Word Document in final approved and edited form to [dminot@mhnews.org](mailto:dminot@mhnews.org), preferably a few weeks before the announced deadline date.

# Autism Spectrum News Sponsorship Opportunities

SPONSORSHIP DETAILS	PLATINUM	GOLD	SILVER
<b>Annual Cost</b>	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$3,000</b>
<b>Advertising and Article Space</b> with forward placement in four consecutive quarterly issues of ASN - <a href="#">View the current issue</a> for examples	Full Page Advertisement	Half Page Advertisement	Quarter Page Advertisement
<b>Leaderboard Advertising on ASN Website</b> run sitewide on 1,500+ article posts with no paywall - <a href="#">Positioned</a> below the top ASN logo	2 months	1 month	–
<b>Top Banner Advertising in ASN Update Newsletter</b> - <a href="#">View an example</a>	3 Newsletters	2 Newsletters	1 Newsletter
<b>Linked Logo Placement for 1 Year</b> - On the ASN website - In four ASN quarterly issues - In all 26 bi-weekly ASN Update newsletters	✓	✓	✓

## Subscribe to Autism Spectrum News



### Autism Spectrum News Update

[AutismSpectrumNews.org](https://AutismSpectrumNews.org)

**Subscribe** to receive the bi-weekly  
ASN Update newsletters featuring even more  
autism education, information, advocacy, and resources!



# Autism Spectrum News

## Quarterly Publication Advertising Details

We can create a Customized Promotional Package to meet your marketing needs!

See the next page for additional advertising opportunities.

Interested in advertising or have a question? [Contact us](#) for more information.

### Autism Spectrum News By The Numbers

550,000

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55,000

1,500

65

100%

Annual Page Views   Annual Unique Users   Page Views/Month   Social Media Followers   Educational Articles   Quarterly Issues   Free - No Paywall

### Included with All Quarterly Publication Advertising:

- The [quarterly issue](#) with your advertisement is emailed to our targeted contacts
- Articles with advertising also receive their own post ([example](#))
- Ads and articles are promoted in a separate ASN Update Newsletter ([example](#))
- We promote to the ASN social media followers on [Facebook](#), [LinkedIn](#), [Instagram](#), and [Twitter](#)

STANDARD RATES	FULL PAGE				HALF PAGE	QUARTER PAGE	EIGHTH PAGE	BUSINESS CARD
	Inside Front	2nd Inside Front	Back Cover	Regular				
Single Issue Rate	\$3,250	\$2,500	\$2,000	\$1,150	\$875	\$575	\$350	
Annual 4-Issue Rate <b>(25% off)</b>	\$9,750	\$7,500	\$6,000	\$3,450	\$2,625	\$1,725	\$1,050	\$600

PREMIUM RATES								
Single Issue Rate	\$5,500	\$4,500	\$3,500	\$2,500	\$1,500	\$1,000		
Annual 4-Issue Rate <b>(25% off)</b>	\$16,500	\$13,500	\$10,500	\$7,500	\$4,500	\$3,000		
VIP Placement in the Publication	✓	✓	✓	✓	✓	✓		
Social Media Promotional Post	✓	✓	✓	✓	✓	✓		
Top Banner Email Newsletter Ad single rate: 1   annual rate: 3 newsletters	✓	✓	✓	✓				
Leaderboard Sitewide Website Ad single rate: 1   annual rate: 3 months	✓	✓	✓	✓				

For more information contact David Minot, Publisher, at [dminot@mhnews.org](mailto:dminot@mhnews.org)

[AutismSpectrumNews.org](http://AutismSpectrumNews.org)

# Autism Spectrum News

## Additional Advertising Opportunities

### Website Advertising

#### Leaderboard Ad: \$500/month

- Sitewide on 1,500+ article posts with no paywall
- Positioned below the top ASN logo
- Size: 728 px wide x 90 px tall

#### Banner Ad: \$300/month

- Homepage only
- Positioned above the article previews section
- Size: 800 px wide x 250 px tall

#### Right Sidebar Ad: \$300/month

- Homepage only
- Positioned below the trending articles list
- Size: 530 px wide x 315 px tall

#### Ad Within an Article Post: \$400 (example)

- Published direct to the website (not part of a quarterly issue)
- Size: 800 px wide x 300 px tall

#### Conditions:

- Price is per month if placed on an already published article
- If accompanied by an original article submission, price is for permanent placement and the website post will be shared in an ASN Update Newsletter and on social media



View Website Ad Layouts

### ASN Update Newsletter

#### Top Banner Ad: \$200/newsletter (example - Penn State Ad)

- Emailed to the ASN email subscribers
- Size: 600 px wide x 250 px tall

### Social Media

#### Promotional Post: \$150/post (example)

- Shared to over 55,000 followers on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#)

### Community Events Calendar

#### Event Listing: \$150/event (example)

- Includes full event details with a link for more information and to register for your event

# Autism Spectrum News

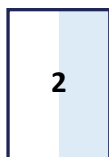
## Quarterly Issue Advertisement Size Specifications

ADVERTISEMENT SIZE	WIDTH	HEIGHT
1) Full Page	10.4"	12.8"
2) Half Page Vertical	5.1"	12.8"
3) Half Page Horizontal	10.4"	6.4"
4) Quarter Page Vertical	5.1"	6.4"
5) Quarter Page Horizontal	10.4"	3.1"
6) Eighth Page Vertical	5.1"	3.1"
7) Eighth Page Horizontal	10.4"	1.5"
8) Business Card (1/16 page)	5.1"	1.5"

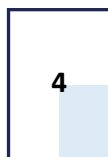
Full Page



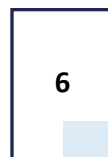
Half Page



Quarter Page



Eighth Page



Business Card



## Quarterly Issue Advertisement Conditions

- Payment is expected in full at the beginning of the Ad run. Credit card payments can be [made here](#). Make checks out to **Mental Health News Education** and mail to: 460 Cascade Drive, Effort, PA 18330
- Artwork should be submitted as a PDF in RGB color at 300 ppi.
- Please provide a URL for the clickable digital ad.
- The 25% 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.

Please direct any questions or concerns about advertising production, transmission, billing, or pricing to David Minot, Publisher, at (978) 733-4481 or [dminot@mhnews.org](mailto:dminot@mhnews.org).