Autism Spectrum News

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


#Your Trusted Source since 2008

Current Issue • Advertise • Submit an Article • Editorial Calendar
Join Our Mailing List • Articles by Topic • Issue Archives • Editorial Board • Event Calendar

Autism Spectrum News By The Numbers

- A targeted autism readership of over 350,000 annually online
- Over 45,000 social media followers on Facebook, Twitter, LinkedIn, and Instagram
- A searchable online database of over 1,200 articles available for free
- An online archive of over 60 quarterly issues going back to 2008

About Autism Spectrum News

Autism Spectrum News (ASN), published by the 501(c)(3) nonprofit organization Mental Health News Education, began as a quarterly print publication in 2008. In response to readership feedback, ASN became an online-only publication in 2021. ASN 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 content guides autistic adults, parents, and service providers in the right direction from the very beginning while taking efforts to avoid the promotion of unsafe and unproven interventions and treatment methods.

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.

2022 Media Kit

2. Note From the Publisher  3. The Father and Son Team Behind Autism Spectrum News
4. Website/Social Media Stats and Partner Organizations  5. Demographics
A Note From the Publisher

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 1,200 educational articles made accessible for free. Since then, our audience has grown by over 300%. Then in the summer of 2021, we 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 42,000 page views per month, and our social media channels have grown to over 45,000 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

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.

For more information contact David Minot, Publisher, at dminot@mhnews.org

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 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.

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 almost 450,000 providing free access to over 2,000 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.

For more information contact David Minot, Publisher, at dminot@mhnews.org
Autism Spectrum News Annual Website Statistics

Google Analytics statistics as of August 4, 2022

460K
Page Views

335K
Unique Users

150% year-over-year increase in annual website traffic and users

The ASN Social Media Community

As of August 4, 2022

40,222 Total Followers

55% year-over-year increase in social media 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

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**

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autistic Adults</td>
<td>17%</td>
</tr>
<tr>
<td>Administrators</td>
<td>25%</td>
</tr>
<tr>
<td>Service/Treatment Professionals</td>
<td>40%</td>
</tr>
<tr>
<td>Parents and Caregivers</td>
<td>44%</td>
</tr>
</tbody>
</table>

**Educated**

<table>
<thead>
<tr>
<th>Degree</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical (MD)</td>
<td>5%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>14%</td>
</tr>
<tr>
<td>Masters</td>
<td>44%</td>
</tr>
<tr>
<td>Bachelors</td>
<td>63%</td>
</tr>
</tbody>
</table>

**Age Range**

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>10%</td>
</tr>
<tr>
<td>50-64</td>
<td>40%</td>
</tr>
<tr>
<td>30-49</td>
<td>44%</td>
</tr>
<tr>
<td>Under 30</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Predominantly Female**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>63%</td>
</tr>
<tr>
<td>Male</td>
<td>37%</td>
</tr>
</tbody>
</table>

For more information contact David Minot, Publisher, at dminot@mhnews.org

Autism Spectrum News Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Deadline</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2023</td>
<td>Understanding and Promoting Autism Advocacy</td>
<td>12/7/22</td>
<td>1/1/23</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>Supporting Newly Identified or Diagnosed Children and Adults</td>
<td>3/2/23</td>
<td>4/1/23</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>Legal Issues and the Law</td>
<td>6/1/23</td>
<td>7/1/23</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>Supporting Families and Caregivers</td>
<td>8/30/23</td>
<td>10/1/23</td>
</tr>
</tbody>
</table>

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 1,250 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, preferably a few weeks before the announced deadline date.
# Autism Spectrum News
Quarterly Publication Advertising Details

View the current issue to see advertising examples.
See Advertising Specifications on page 9.

## ASN By the Numbers

- A targeted autism readership of over 350,000 annually online
- Over 45,000 social media followers on Facebook, Twitter, LinkedIn, and Instagram
- A searchable online database of over 1,200 articles available for free
- An online archive of over 60 quarterly issues going back to 2008

## BASIC AD RATES

<table>
<thead>
<tr>
<th>BASIC AD RATES</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
<th>BUSINESS CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inside Front</td>
<td>Back Cover</td>
<td>Inside Back</td>
<td>Regular</td>
<td></td>
</tr>
<tr>
<td>Single Issue Rate</td>
<td>$3,250</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,150</td>
<td>$875</td>
</tr>
<tr>
<td>Annual 4-Issue Rate (25% Discount)</td>
<td>$9,750</td>
<td>$7,500</td>
<td>$6,000</td>
<td>$3,450</td>
<td>$2,625</td>
</tr>
<tr>
<td>Ad run in the quarterly issue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run with article in website post</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run in email newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Events posted to Events Calendar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

## PACKAGE AD RATES

<table>
<thead>
<tr>
<th>PACKAGE AD RATES</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inside Front</td>
<td>Back Cover</td>
<td>Inside Back</td>
</tr>
<tr>
<td>Single Issue Rate</td>
<td>$5,500</td>
<td>$4,500</td>
<td>$3,500</td>
</tr>
<tr>
<td>Annual 4-Issue Rate (25% Discount)</td>
<td>$16,500</td>
<td>$13,500</td>
<td>$10,500</td>
</tr>
<tr>
<td>Ad run in the quarterly issue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run with article in website post</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad run in email newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Events posted to Events Calendar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media promotional posting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Banner ad in email newsletter (single rate: 1 annual rate: 3 newsletters)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Leaderboard website ad - sitewide (single rate: 1 annual rate: 3 months)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored webinar (annual rate only)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
This page’s advertising specifications will be provided upon request sent to dminot@mhnews.org

### Website Advertising

<table>
<thead>
<tr>
<th>Sitewide</th>
<th><img src="image" alt="Example Ad" /></th>
<th>View Website Ad Layouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (below top logo) – $500 / month</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Homepage Only</th>
<th><img src="image" alt="Example Ad" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner – $300 / month</td>
<td></td>
</tr>
</tbody>
</table>

| Right Sidebar Large Rectangle – $300 / month |

**Within an Article Post** *(see example)*
- Direct to website (not part of a quarterly issue)
- Will also be shared on social media and included in a newsletter

**Conditions:**
- If placed on an already posted article, price is per month
- If included with your original article, price is for permanent placement

| Large Rectangle – $300 / article |

### “ASN Update” Bi-Weekly Email Newsletter Advertising

| A linked banner advertisement at the top of our newsletters *(see example)* |
| $200 per newsletter |

### Social Media Advertising

| Advertise to over 40,000 social media followers across Facebook, Twitter, LinkedIn, and Instagram |
| $150 per social media post (includes all four platforms) |

### Event Calendar Advertising

| Advertise your event on the ASN Community Events Calendar |
| $100 per event |
Advertisement Size Specifications

<table>
<thead>
<tr>
<th>ADVERTISEMENT SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Full Page</td>
<td>10.4”</td>
<td>12.8”</td>
</tr>
<tr>
<td>2) Half Page Vertical</td>
<td>5.1”</td>
<td>12.8”</td>
</tr>
<tr>
<td>3) Half Page Horizontal</td>
<td>10.4”</td>
<td>6.4”</td>
</tr>
<tr>
<td>4) Quarter Page Vertical</td>
<td>5.1”</td>
<td>6.4”</td>
</tr>
<tr>
<td>5) Quarter Page Horizontal</td>
<td>10.4”</td>
<td>3.1”</td>
</tr>
<tr>
<td>6) Eighth Page Vertical</td>
<td>5.1”</td>
<td>3.1”</td>
</tr>
<tr>
<td>7) Eighth Page Horizontal</td>
<td>10.4”</td>
<td>1.5”</td>
</tr>
<tr>
<td>8) Business Card (1/16 page)</td>
<td>5.1”</td>
<td>1.5”</td>
</tr>
</tbody>
</table>

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, Inc. 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.

Any questions or concerns regarding the production or transmission of advertisements or billing and pricing should be directed to David Minot, Publisher, at (978) 733-4481 or dminot@mhnews.org.
Subscribe to Autism Spectrum News

Subscribe to receive the Autism Spectrum News bi-weekly Update newsletters featuring autism education, webinars, upcoming autism events, and more!

Autism Spectrum News Update

AutismSpectrumNews.org

Reader Feedback

“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, New York Director, Asperger/Autism Network (AANE)

“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, Speaker, Author, and Autism Consultant

For more information contact David Minot, Publisher, at dminot@mhnews.org
Mental Health News Education

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Alan B. Siskind, PhD, LCSW

Executive Staff
David Minot, Executive Director and Publisher
Ira H. Minot, LMSW, Founder

For more information contact David Minot, Publisher, at dminot@mhnews.org

Autism Spectrum News

Editorial Board

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

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

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

Lynda Geller, PhD, Founder, Spectrum Services A Cooperative of Independent Practices & Organizations, NY, NY

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Ami Klin, PhD, Director Marcus Autism Center

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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, Head of School Emerita, Shrub Oak International School Professor Emeritus, C.W. Post, Long Island University