Autism Spectrum News (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.

In keeping with the publication’s evidence-based mission, ASN has an esteemed Editorial Board that will only accept articles and advertising offering science-based information and/or treatments that have been proven safe and effective for individuals with autism spectrum disorder.

ASN is published by Mental Health News Education, a 501(c)(3) nonprofit organization.

**ASN By the Numbers**

- A targeted autism readership of over **200,000** annually in print and online
- Over **20,000** social media followers on Facebook, Twitter, LinkedIn, and Instagram
- A searchable online database of over **1,000** articles available for free
- The print edition of ASN is delivered to all **50** states in the country
- The ASN website has an archive of **50** quarterly back issues going back to 2008

**2020 Media Kit**

2. Demographics and Social Media  
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 200,000 Print and Online Readers Across the Country

Thousands of 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 • AANE 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

ARC of NYC • Jewish Board of Family and Children’s Services • Spectrum Services • Massachusetts Lurie Center for Autism
Columbia University School of Social Work • Yale Child Study Center • Westchester ARC • Services for the Underserved
Melmark • Westchester Jewish Community Services • Los Niños Services • NYC District 75 Schools • Chapel Haven
Devereux Millwood Center • Mental Health Association of NYC • Manhattan Autism Society

A Growing Social Media Community of Over 20,000

#YourTrustedSource

AUTISM SPECTRUM NEWS
For more information contact David Minot, Publisher, at (978) 733-4481 or dminot@mhnews.org
Visit us online at AutismSpectrumNews.org
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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual with Autism</td>
<td>17%</td>
</tr>
<tr>
<td>Administrator</td>
<td>25%</td>
</tr>
<tr>
<td>Treatment Professional</td>
<td>40%</td>
</tr>
<tr>
<td>Parent/Family Member</td>
<td>44%</td>
</tr>
</tbody>
</table>

**Highly 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>

**Youthful**

<table>
<thead>
<tr>
<th>Age Group</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>
# 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>Fall 2020</td>
<td>Siblings and Autism</td>
<td>9/3/20</td>
<td>10/1/20</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Supporting Children with Autism</td>
<td>12/2/20</td>
<td>1/1/21</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>Housing and Community Living</td>
<td>3/4/21</td>
<td>4/1/21</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>Autism and Employment</td>
<td>6/3/21</td>
<td>7/1/21</td>
</tr>
</tbody>
</table>

## 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 “advertisements” 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).
Autism Spectrum News
Advertising Rates and Specifications

Advertisement Conditions

- When you advertise in our print publication, also included at no additional cost:
  - All Ads will also be featured in color in the clickable digital edition
  - Events will also be posted to the online events calendar
  - Ads accompanied by articles will be included in website article posts, which are all shared on social media

- Online only event postings can be paid here. Send details and artwork to dminot@mhnews.org.

- Payment is expected in full at the beginning of the contract. Credit card payments can be made here. Make checks out to “Mental Health News Education, Inc.” and mailed 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 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 regarding billing contracts and pricing should be directed to David Minot, Publisher at (978) 733-4481 or dminot@mhnews.org.

<table>
<thead>
<tr>
<th>Advertisement Size</th>
<th>Width</th>
<th>Height</th>
<th>Single Issue Insertion Rate</th>
<th>Annual 4-Issue Insertion Rate (25% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Full Page</td>
<td>10.4”</td>
<td>12.8”</td>
<td>$1,150</td>
<td>$3,450</td>
</tr>
<tr>
<td>2) Half Page Vertical</td>
<td>5.1”</td>
<td>12.8”</td>
<td>$875</td>
<td>$2,625</td>
</tr>
<tr>
<td>3) Half Page Horizontal</td>
<td>10.4”</td>
<td>6.4”</td>
<td>$875</td>
<td>$2,625</td>
</tr>
<tr>
<td>4) Quarter Page Vertical</td>
<td>5.1”</td>
<td>6.4”</td>
<td>$575</td>
<td>$1,725</td>
</tr>
<tr>
<td>5) Quarter Page Horizontal</td>
<td>10.4”</td>
<td>3.1”</td>
<td>$575</td>
<td>$1,725</td>
</tr>
<tr>
<td>6) Eighth Page Vertical</td>
<td>5.1”</td>
<td>3.1”</td>
<td>$350</td>
<td>$1,050</td>
</tr>
<tr>
<td>7) Eighth Page Horizontal</td>
<td>10.4”</td>
<td>1.5”</td>
<td>$350</td>
<td>$1,050</td>
</tr>
<tr>
<td>8) Business Card (1/16 Page)</td>
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<td>1.5”</td>
<td>N/A</td>
<td>$600</td>
</tr>
</tbody>
</table>

Full Page | Half Page | Quarter Page | Eighth Page | Business Card |
---|---|---|---|---|
1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

Autism Events - Online Calendar Posted at AutismSpectrumNews.org/Events $100

Reaching over 200,000 per year in print and online with over 20,000 social media followers
Autism Spectrum News Subscription Rates

- Community Member Rate - $60 / year
- Professional Rate - $75 / year
- Small Group Subscription (25 copies of each issue) - $225 / year
- Large Group Subscription (50 copies of each issue) - $450 / year

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

Pay by credit card online at AutismSpectrumNews.org/subscribe

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, 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
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.

Invited 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 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 200,000 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: BehavioralHealthNews.org and AutismSpectrumNews.org.
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  Shrub Oak International School

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**Published by Mental Health News Education**