

Psychotherapy.co.za Rate Card

Overview of site

Psychotherapy.co.za is a niche site targeting professional psychologists, counsellors, psychometrists and other mental health professionals and the general public in South Africa.

The website features a discussion forum, a directory of psychologists and publishes informative articles on topics related to psychology and psychotherapy.

Current popularity

Psychotherapy.co.za attracts between 8 and 9 thousand unique human visitors a month. A newsletter is periodically sent out to approximately 2000 subscribers, many of whom are members of the professional community.

Advertising Options

There are number of advertising packages available.

Professional Profiles	Mental health professionals can place their profiles in the directory of psychologists. Profiles are listed by geographical area and can be searched by name, address, registration category, languages spoken and area of special interest. The order in which profiles are presented to the public is randomised hourly to ensure even exposure	R375 for 6 months. R185 for a second profile listed in a different geographical region.
Featured practice	Mental health professionals can attract additional attention to their profiles by placing a featured practice advertisement in the left hand column underneath the main navigation. There is a total of 4 such slots available. Fully booked well in advance.	R150 per month
Single newsletter inclusion	Services and products directly related to the theme of the site can be included in the newsletter. Inclusions can be a maximum of 300 words and link to the advertisers website or to a post made in the forum on psychotherapy.co.za	R 100 per inclusion.
Banner Advertisement	A banner advertisement appearing on the top of every second page viewed on psychotherapy.co.za and linking to a custom page on psychotherapy.co.za or to an advertisers own website. Includes design of the banner and one inclusion in the newsletter.	R 675 per 31 days
Side panel text / image advertisement	100 words of text plus a small image can be placed on every fourth page viewed on the website in the left hand column on the site underneath the featured practice panels.	R125 per 31 days plus R80 for a newsletter inclusion.

Please email owner@psychotherapy.co.za or call David on 083 703 2398 for further information.