CPNP’s corporate sponsor program allows you as a company to differentiate yourself and be recognized by psychiatric pharmacists as an essential component to their success. Your corporate sponsorship provides you with visibility before a community of specialist pharmacists in psychiatry and their professional association. Given its dedication to the worlds of both pharmacy and psychiatry, CPNP’s reach extends to a number of other coalitions, association partners, consumer advocacy organizations, and other professional organizations recognizing our unique expertise in the field. Gain:

1. Opportunities for visibility within CPNP and with the CPNP membership commencing January 1 through December 31, 2020.
2. Opportunities for visibility at the CPNP Annual Meeting.
3. Advance notification of sponsorship opportunities.

**Corporate Sponsor Benefits**

- Recognition of corporate sponsorship in CPNP’s member newsletter, the *CPNP Perspectives*.
- Complimentary non-member registrations to the CPNP Annual Meeting.
- Invitation to the Industry Relations Meeting held at each Annual Meeting allowing for networking and discussion on the future of psychiatric pharmacy and enhancing patient care.
- Acknowledgement of corporate sponsor status with ribbons, signage, and in opening remarks at the Annual Meeting.
- First notification of Annual Meeting product theater and sponsorship opportunities.
- Acknowledgement as a corporate sponsor on CPNP’s website with company name listed by sponsor level under the About CPNP tab.
- Discounts on digital advertising.
- Reduced rate for bulk purchases of CPNP products.

**Levels of Corporate Sponsorship—Evaluating Your Options for 2020**

<table>
<thead>
<tr>
<th><strong>CPNP Perspectives Newsletter Recognition</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Non-Member Registrations to the Annual Meeting</td>
<td>✅ Full Year</td>
<td>✅ 3 Editions</td>
<td>✅ 1 Edition</td>
</tr>
<tr>
<td>Industry Relations Meeting Invite</td>
<td>✅ 4</td>
<td>✅ 2</td>
<td>✅ 1</td>
</tr>
<tr>
<td>Acknowledgement at Annual Meeting</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>First Notification of Sponsorship Opportunities</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Web Listing</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Digital Advertising Savings</td>
<td>✅ 20% Discount</td>
<td>✅ 10% Discount</td>
<td>N/A</td>
</tr>
<tr>
<td>Reduced Rate for Bulk CPNP Product Purchases</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>
Digital Advertising Opportunities

CPNP is the home association for the psychiatric pharmacist specialist but our reach extends to other health care professionals interested in psychiatry and effective, evidence-based treatment for those living with mental illness, substance use disorders, and neurologic disorders. Gold level corporate sponsors are eligible for a 20% discount on pricing quoted below while silver level sponsors are eligible for a 10% discount.

**Start Your Digital Campaign with Email • $6,000**
CPNP can start your digital campaign of a supplement/newsletter PDF through a dedicated email to a recipient list of up to 8,000 people interested in psychiatric pharmacotherapy. This opportunity is only offered to 1 advertiser (one email) per calendar month. You provide content for the email that will be sent under the CPNP header with appropriate disclosures. CPNP’s best results have exceeded 5,000 clicks for a single send. A second send of the exact same email can be conducted for an additional $3,000. Email distribution only to current CPNP members is available for $4,000.

**Add-on Option: Expand your Digital Campaign with Social Media • $4,000**
With a growing number of followers on the major social networks, CPNP social media distribution allows you to broaden the reach of your content. When you add social media distribution to your digital campaign, CPNP guarantees 2,500 clicks by utilizing paid promotion to a targeted audience as necessary.

**Add-on Option: Complete Your Digital Campaign by Publishing on CPNP.org • $3,000**
Your PDF resource can be added to our community shared resources for a period of 6 months. This will cause the landing page for your PDF (an abstract, thumbnail, and link) to appear in site search results and be available to CPNP members. Alternately, you can choose to have that content made available to the general public without a login, and it will then additionally be indexable by search engines like Google.

**Sponsored ACPE Supplement • Contact CPNP**
As an approved provider of ACPE credit, CPNP partners with medical education companies to host and distribute ACPE approved endurings, webcasts, and live programs. Contact CPNP to discuss goals and pricing.

**Mental Health Clinician (MHC) Supplement • $25,000**
As an open access, peer-reviewed journal, the MHC has a dynamic audience with 28,000+ readers in any given month. The MHC has established itself as part of the scholarly record with the utilization of leading journal hosting software and indexing with PubMed Central, PubMed, CrossRef, Google Scholar and others. External organizations can commission the development of a supplemental issue wherein the sponsor identifies the theme of the issue, while editorial oversight is still managed by the MHC Editorial Board. CPNP will guarantee that the issue receives at least 1,000 page views within the first 3 months.

**Engage the CPNP Audience**

Every Year CPNP...

- **18,000+** provides users over 18,000 hours of ACPE approved credit
- **28,000+** welcomes 28,000+ distinct monthly readers to the MHC journal
- **8,400+** engages with over 8,400 professionals via opened email