

## Ways for Publishers to Participate and Promote via Depth Psychology Alliance™



1. Set up a profile page for the organization by clicking “Sign up” at the top of [www.DepthPsychologyAlliance.com](http://www.DepthPsychologyAlliance.com). Just follow the prompts. Be sure to choose “Publisher” as the type of membership. It’s free, and only takes a minute or two. Once you submit your request, we will approve it as soon as we see it (may take anywhere from a few minutes to a few hours).
2. Once you’re a member, you can:
  - a. Create **BLOG POSTS** (under the EXPLORE tab) that go into some detail about specific books;
  - b. Drop a few lines of information on any book or topic into **the DISCUSSION FORUM** (under the DIALOGUE tab) or run a contest or give-away.
  - c. **POST AN EVENT** if you happen to have any upcoming webinars, book signings, or other author events
  - d. **POST A VIDEO** (must first be on YouTube or Vimeo) if you have one
3. You’re invited to run **PROGRAMS or EVENTS** on Depth Psychology Alliance. For a small fee, we can provide the technology platform, an engineer or host, and promotion.
  - a. You can set up an author to run a **BOOK CLUB** where they host an online forum for several weeks, intro the book, assign readings, point out themes, answer questions and generate discussion by checking in with the group 2-3 times a week. Authors may also want to run an online live discussion at least once during the month.
  - b. You can set up an author to offer a free video or audio **WEBINAR** for Alliance members. We provide the technology and platform, and may solicit a small donation to help us cover our costs for production and promotion.
  - c. You can find someone to run a **READING CIRCLE** via online audio or video for any author’s book as long as the host/leader is dedicated and responsive. These circles must be actively led by someone who is professional and qualified to lead the discussion. These would typically run 4-8 weeks, perhaps, depending on the book.
4. You may find someone to write a professional **BOOK REVIEW** and post it online in the Forum (or as a blog), OR you may submit it to our semi-annual journal, Depth Insights™, for potential inclusion.
5. **ADVERTISE:** There are four ways to spread the word via Depth Psychology Alliance:
  - a. Purchase a **BANNER AD** (280 pixels wide (not to exceed 280 pixels tall) that would appear in the right column of Depth Psychology Alliance.
  - b. Inclusion of text (not to exceed 100 words) and a photo (of the author or book cover) in a **GENERAL NEWSLETTER OR EMAIL** (with other depth psychology-related content) to the Alliance members and broader community (nearly 5,000 opt-in individuals interested in depth psychology topics).
  - c. **STANDALONE EMAIL** (up to 350 words, a link, plus a photo)
  - d. Place a quarter page, half page, or full page ad in Depth Insights journal. Published twice annually, in Summer and Winter.

For more information or questions, email us at [info@depthpsychologyalliance.com](mailto:info@depthpsychologyalliance.com)