

APA Mailing Lists

The choices make it easy to define your audience and increase direct response rates

The American Psychological Association (APA) provides mailing lists of all APA members, students, divisions, and selected journal subscribers with merge/purge options, as well as a variety of other selection possibilities. These choices make it easy to define your audience and increase your direct marketing response rates. APA mailing lists are updated on a daily basis and meet postal CASS certification requirements.

General Policy

APA accepts orders for mailing lists under certain conditions. The association reserves the right to review all information to be mailed to its members, affiliates, or nonmember subscribers to its journals, and to reject orders that do not meet the standards of the association. Each order will be reviewed to determine if the materials to be mailed will in some way benefit the association's members by advancing their knowledge, scientific or professional, in psychology or related disciplines.

The association does not sell or otherwise make available membership address lists or mailing labels on computer tape or diskettes to any organization or individual. Mailing lists are sold only in computer-printed mailing label format. **Mailing lists are sold for one-time use only by the requestor. They are not to be reproduced in any form or resold to another user.**

Available Lists

The lists are available on two types of forms: Pressure Sensitive Gummed labels for manual or mechanical application or Cheshire labels for mechanical application. The association provides labels only and does not provide mailing services. Selections can be made on zip code, type of membership, gender, one or more division memberships, and one or more publications. Mailing labels are available from the following categories:

Members—Approximately 90,600 names

Division Members—There are 54 divisions. Divisions can be merged/purged to eliminate duplication. Division lists can be merged/purged with journal subscribers lists to eliminate duplication.

Students in Psychology—Approximately 54,000 names.*

International Affiliates—Approximately 4,000 names.*

High School Teachers in Psychology—Approximately 2,500 names.*

Community College Teacher Affiliates—Approximately 1,700 names.*

Subscribers to Publications—There are over 70 publications. Journal lists include member, and affiliate subscribers.*

*Selection of gender, division membership, and publication do not apply to these groupings.

Note: All counts are approximate and will vary due to continual updating of lists.

For current list counts, prices, and ordering information, contact:

**Donna Wighington
American Psychological
Association**

ITS Department
750 First Street, NE
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Fax: (202) 336-5839

Email: dwighington@apa.org

**Selection by gender, division membership, and publication not available for these lists.*

For current mailing list counts, visit:

www.apa.org/ads/mailling

Selections can be made by:

- ◆ Zip Code
- ◆ Membership Type
- ◆ Division Memberships
- ◆ Subscriptions
- ◆ Any Combination of the Above

All lists are updated weekly and are furnished in zip code sequence. Alphabetical listings are available for the list of members only. All counts are approximate and will vary due to continual updating of lists.

- ◆ Standard searches include division membership, geographical location, and journal subscribers.
- ◆ Nonstandard searches include random selection, gender selection, division and journal merge selection.
- ◆ Key Coding—Up to eight digits no extra charge.

Terms

All mailing lists are produced to order and are not returnable. Payment is due within 30 days from the invoice date. When an order is placed by an agency on behalf of a list owner or customer, the agency and the list owner or customer shall be held jointly liable for payment. Payment by list owner or customer to agency shall not constitute payment to the American Psychological Association. The association may request payment in advance of 50% of the estimated purchase price. Prices are subject to change without notice. Agency/list broker discounts are not available.

Ordering Procedure

Minimum Order—1,000 labels

Computer Service Charge—\$125 All Searches, i.e., Division Membership, Geographical Location, Journal Subscribers, Random Select, Gender Selection, Division & Journal Merge Selection.

Key Coding—Up to eight digits, no extra charge.

Price—\$200/m. A \$200 minimum plus the computer service charge is applicable to all orders.

Orders must be placed in writing, specifying the type of label and lists desired. Orders must be accompanied by a sample of the materials to be mailed and sent to the APA ITS Department. Orders will not be accepted via telephone. Please allow approximately one or two weeks for normal delivery of your order. Shipment is normally made via First Class, Parcel Post, or regular UPS and is included in the basic charge. Federal Express, UPS 2-day or Overnight Service will incur an additional charge.

Note: Prices are subject to change without prior notice.