

2012 APA Convention Program Advertising Contract

For more information, consult the 2012 Convention Advertising ratecard and/or the 2012 Exhibitor Prospectus. Confirmation to follow a signed contract. Prepayment required of all new advertisers.

Client Information

Advertiser _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ URL _____

Authorized Signature _____

Agency/Billing _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ URL _____

Date _____ IO/PO # _____

Billing Costs

Special Position _____

Regular page _____

Total _____

Discount _____

Net _____

For APA Advertising Policies and Guidelines go to www.apa.org/ads

Special Page(s)

- 1 page = \$1,360
- 2-page spread = \$2,305
- 4 consecutive pages = \$4,195
- 6 consecutive pages = \$5,770
- Page Before Tab Divider (**b/w only**) = \$1,935
- Tab Divider Page, Back only (**4-color**) = \$2,935
- Page facing cover 3 = \$2,935
- Cover 2 (**4-color only**) = \$5,745
- Cover 3 (**4-color only**) = \$5,220
- Cover 4 (**4-color only**) = \$6,585

Regular Page(s)

(Available in black and white only)

- 1 page = \$1,255
- 2-page spread = \$1,990
- 1/2 page = \$1,045

2012 Closing Dates:

Reservation Date March 15

Materials Due April 2

Mail or Fax Order to:

Mona Alcazar

Manager, Exhibit Sales
American Psychological
Association
750 First Street, NE
Washington, DC 20002-4242

Phone: (202) 336-5627

Fax: (202) 216-7610

E-mail: malcazar@apa.org

www.apa.org/convention



AMERICAN PSYCHOLOGICAL ASSOCIATION

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