

# Convention Advertising

## Convention Program and Convention Program Supplement— Essential Guides and References for the APA Convention

**2012 Convention Program**—Reach approximately 12,000 convention registrants (including APA members and nonmembers) who will attend the APA Annual Convention, Orlando, FL, August 2–5, 2012. As an advertiser in this highly visible vehicle, you have a unique opportunity to promote your organization’s products or services in the **APA Convention Program**. This essential guide contains a listing of all events and exhibitors at the APA Annual Convention and more. The **Program** is carefully read and retained as an archival document by individuals and libraries. Enhance your presence by advertising in the **APA Convention Program**.

**2012 Convention Program Supplement**—For those who were not able to advertise in the Convention Program, advertising in the **Convention Program Supplement** is available first-come, first-served to the first four full-page advertisers! For those advertisers who want to take advantage and advertise in both the Convention Program and the **Convention Program Supplement**, please see below for the package discount offer (under discounts)!

The **Convention Program Supplement** is handed out to all attendees and provides vital information including new sessions; day, time, or location changes of sessions; APA Alumni Night information; information on additional exhibitors not listed in the Convention Program, booth and/or company name changes, and booth cancellations; the APA Shuttle Bus Service schedule (if available); and much more!

## Advertising Rates and Material Specifications

### 2012 Advertising Rates (Black & White)

#### Convention Program

##### Special Pages\*

	Rates
Full Page . . . . .	\$1,360
2-Page Spread . . . . .	2,305
4 Consecutive Pages . . . . .	4,195
6 Consecutive Pages . . . . .	5,770
Page Before Tab Divider ( <b>b/w only, depending on availability</b> ) . . . . .	1,935
Tab Divider Page, Back only ( <b>Four-color, eight available</b> ) . . . . .	2,935
Page Facing Cover 3 ( <b>b/w only</b> ) . . . . .	2,935
Cover 2 ( <b>Four-color only</b> ) . . . . .	5,745
Cover 3 ( <b>Four-color only</b> ) . . . . .	5,220
Cover 4 ( <b>Four-color only</b> ) . . . . .	6,585

**\*Special Page Positions**—Special pages of advertising will separate each day’s events from the next. These special pages are available on a first-come, first-served basis to advertisers purchasing a full page or more of space.

##### Regular Pages

	Rates
Full Page . . . . .	\$1,255
2-Page Spread . . . . .	1,990
1/2 Page . . . . .	1,045

**Please Submit  
All Requests and  
Materials for  
Convention Program  
and Convention  
Program Supplement  
Advertising 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](mailto:malcazar@apa.org)

[www.apa.org/convention](http://www.apa.org/convention)

All advertising copy is subject to the publisher’s approval. Prepayment is required for first-time advertisers.



## Convention Program Supplement Pages (available in black & white only)

Full page . . . . .	\$1,360
Cover 2 . . . . .	2,900
Cover 4 . . . . .	3,300

### Discounts

1. Advertise in both the **Convention Program** and July/August issue of the *Monitor on Psychology* (circulation = over 103,000), and receive 15% off the cost of the **Convention Program** ad.
2. Advertise in the **Convention Program**; July/August issue of *Monitor on Psychology*; and insert a flyer in the convention registration packet (available to the first 10 exhibitors who submit their request), and receive 15% off the cost of the **Convention Program** ad PLUS 15% off the cost of the packet insert.
3. Advertise in both the **Convention Program** and the **Convention Program Supplement** and receive 15% off the cost of the **Convention Program Supplement** ad.

### Color (subject to availability)

Advertisers placing cover or back of tab divider ads must submit a four-color advertisement (color is included in the rate). Color ads are only available on Covers 2, 3, and 4 and the back of tab divider pages on a space available basis.

\*APA reserves the right to match PMS colors. For additional color information, contact: Mona Alcazar, Manager, Exhibit Sales, Phone: (202) 336-5627, E-mail: [malcazar@apa.org](mailto:malcazar@apa.org)

### 2012 Closing Dates

Issue	Reservation Space	Materials Due
Convention Program . . . . .	March 15 . . . . .	April 2
Convention Program Supplement . . . . .	June 18 . . . . .	July 5

### Mechanical Requirements

Ad Size (width x depth)	Inches	Millimeters
Full Page . . . . .	6-7/8" x 9-1/2" . . . . .	175 mm x 241 mm
Tab Divider Page, Back only . . . . .	8-3/4" x 9-1/2" . . . . .	22.25 mm x 276.35 mm
1/2 page Horizontal . . . . .	6-7/8" x 4-1/2" . . . . .	175 mm x 114 mm
1/2 page Vertical . . . . .	3-3/8" x 9-1/2" . . . . .	86 mm x 241 mm

### Publication Specifications

Printing Process: Heatset web offset.

Paper Stock: 30lb. premium newsprint.

Binding: Perfect bound.

Line Screen: 100 line screen for B&W; 133 line screen for CMYK.

Trim Size: 8-1/4" x 10-7/8", Live Area: 7-3/4" x 10-1/4".

(Tab Divider Page, Back only, Trim Size: 8-3/4" x 10-7/8", Live Area: 8-1/4" x 10-1/4")

Bleeds: Should extend 1/4" outside of magazine trim size.

Ad Creation: Available for an additional fee.

Color: Black & White and CMYK.

### Material Specifications

PDF-X1a, PDF, Postscript, EPS and TIFF files are acceptable. All high resolution images and fonts must be embedded in files. Images must be SWOP (CMYK or grayscale), 300 dpi. Please include standard trim, bleed, and registration marks. Total area density should not exceed 300%. Grayscale images greater than 85% density may fill in on press. All required image trapping must be included in file.

### Digital Proof Specifications

A high quality laser print is acceptable for black and white advertisements and a SWOP certified, digital color proof is required for color advertisements. Digital proofs which meet SWOP specifications include (but are not limited to): IRIS, DuPont Digital WaterProof, Chromalin Digital, Fuji Final Proof, Imation Matchprint Digital, Kodak Approval, Polaroid Polaproof, Presstek PEARL Proofer.

Note: If these guidelines are not followed, APA cannot be responsible for ad misprints or defects.