

2012 gradPSYCH Advertising Contract

Consult rate card for 2012 rates and specifications. Confirmation to follow a signed contract. Prepayment required of all new advertisers.

Client Information

Advertiser _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

Authorized Signature _____

Agency/Billing _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

Date _____ IO/PO # _____

Ad Information

Issue

- January
- March
- July/August
Monitor on Psychology
Special Student Section
- September
- November

Color

- 4-Color
- 2-Color
- Black & White

Frequency

- 1x
- 4x

Billing Costs

Ad Space _____ Special Position _____

Ad Creation _____ Color _____

Total _____ Discount _____

Net _____

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

Size-Display (color section)

- 2-Page Spread (bleed)
(17" x 11-1/4")
- 1 Page (bleed)
(8-5/8" x 11-1/4")
- 1/2 Horizontal (bleed)
(8-5/8" x 5-1/2")
- 1/2 Vertical (bleed)
(4-3/8" x 11-1/4")

Special Position

- Cover 4
- Page 1
- Cover 2
- Page 2
- Cover 3
- Page 3
- Full Page
(6-7/8" x 9-1/2")
- 1/2 Horizontal
(6-7/8" x 4-1/2")
- 1/2 Vertical
(3-3/8" x 9-1/2")
- 2 Column Island
(4-1/2" x 6-1/4")
- 1/3 Square
(4-1/2" x 4-1/2")
- 1/3 Vertical
(2-1/8" x 9-1/2")
- 1/6 Page
(2-1/8" x 4-1/2")
- Other Special Positioning

Size-Display Classified (B&W)

(inches) (total inches)

- 1 col (1-5/8") x _____ = _____
- 2 col (3-3/8") x _____ = _____
- 3 col (5-1/8") x _____ = _____
- 4 col (6-7/8") x _____ = _____

E-mail or Fax Order to:

Clarence Brown

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

Phone: (202) 336-5714

Fax: (202) 216-7610

E-mail: cbrown@apa.org

www.apa.org/ads