

# 2012 Monitor on Psychology 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

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July/August |
| <input type="checkbox"/> February | <input type="checkbox"/> September   |
| <input type="checkbox"/> March    | <input type="checkbox"/> October     |
| <input type="checkbox"/> April    | <input type="checkbox"/> November    |
| <input type="checkbox"/> May      | <input type="checkbox"/> December    |
| <input type="checkbox"/> June     |                                      |

### Color

- 4-Color  
 2-Color  
 Black & White

### Frequency

- 1x  3x  6x  11x  22x

## Billing Costs

Ad Space _____	Special Position _____
Ad Creation _____	Color _____
Total _____	Discount _____
Net _____	

For APA Advertising Policies and Guidelines go to [www.apa.org/ads](http://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](mailto:cbrown@apa.org)  
[www.apa.org/ads](http://www.apa.org/ads)