

AMERICAN PSYCHOLOGICAL ASSOCIATION

Recruitment Advertising and Marketing Opportunities

Smarter marketing. Greater results. Tailored for you.



Print

Online

In Person

Two magazines

55+ journals

APA Annual Convention

Mailing lists

E-newsletter

152,000 members

www.apa.org/ads

Recruitment Advertising

Find top quality candidates through APA.

Recruit the best in the industry through advertising with the American Psychological Association. Choose a combination of print and online recruitment advertising through *Monitor on Psychology* and *gradPSYCH* or gain the immediacy of online advertising through PsycCareers, APA's Online Career Center.

- Place a display classified or line classified advertisement in *Monitor on Psychology* (circulation 104,000) and receive a free ad on PsycCareers during the same month of issue.
- Target over 25,000 graduate students with display classified or line classified advertising in *gradPSYCH* and receive a free ad on PsycCareers during the same month of issue.
- Or, place ads online only on www.PsycCareers.com and reach over 20,000 registered job seekers.
- All recruitment advertising includes access to the PsycCareers resumé database.

2010 Average Return on Investment Per Job

Per Job	Average
Views	872.84
Apply Button Clicks*	7.90
Applications*	2.10
Sent in a Job Agent	159.96
Sent by E-mail to a Friend	4.83

* Applications cannot be tracked accurately when alternative submission instructions are included within ads.

Site Statistics Snapshot: September 2010

529	Searchable Jobs
61969	Searchable NHCN Network Resumés
5703	Searchable PsycCareers Resumés
6711	Registered Employers

PsycCareers Jobs Now Enabled with Google Maps! Job Seekers can find you and even get directions from their location. This feature can also be hidden, if it is not required.



APA's Annual Convention: Employer Booths & PsycCareers

Exhibit space for employers is located in a special section of the exhibit hall along with a booth for PsycCareers, APA's Online Career Center. This "Employers' Row" serves as a venue for employers who wish to recruit psychologists during the APA Convention. Pricing for employer booths includes one free online recruitment advertisement on PsycCareers for the months of July and August in 2011 as well as online participation in the PsycCareers Job Fair. Contact: Mona Alcazar at malcazar@apa.org.

Monitor on Psychology

Circulation: 104,000

The official magazine of the American Psychological Association. Delivered each month (with the exception of a combined July/August issue) to the full membership, subscribers, and libraries, advertising in the *Monitor on Psychology* is the most cost-effective way to reach psychologists and those allied to the mental health field. Every recruitment print ad comes with a free online posting during the month(s) it runs in the magazine as well as access to a resumé database of over 5,000 resumés.

*\$12.00/ per line—32 characters per line including spaces.

UPGRADE: Print advertisers now have the option for an early online upgrade for just \$10.00 per day (ads go online within two business days).

No-obligation cost quotes are available during the first stage of submission at www.PsycCareers.com.



2011 Classified Advertising Closing Dates: APA Monitor on Psychology

Issue	Closing Date	Issue	Closing Date
January	November 24	July/August	June 2
February	December 29	(convention issue)	
March	January 27	September	July 28
April	February 24	October	August 25
May	March 29	November	September 26
June	April 28	December	October 27

APA's Online Career Center, www.PsycCareers.com

Contact: Amelia Dodson, 202-336-5564 ➔ adodson@apa.org or Sara Clark, 202-336-5567 ➔ sclark@apa.org

gradPSYCH

Circulation: 25,000

Reaching tomorrow's psychologists today. *gradPSYCH* is received on a quarterly basis by APA student affiliates, universities, librarians, researchers, and other readers interested in education and student issues in psychology. Every recruitment print ad comes with a free online posting during the month(s) it runs in the magazine as well as access to a database of over 5,000 resumés.

*\$5.20/ per line—32 characters per line including spaces.

UPGRADE: Print advertisers now have the option for an early online upgrade for just \$10.00 per day (ads go online within two business days).

No-obligation cost quotes are available during the first stage of submission at www.PsycCareers.com.

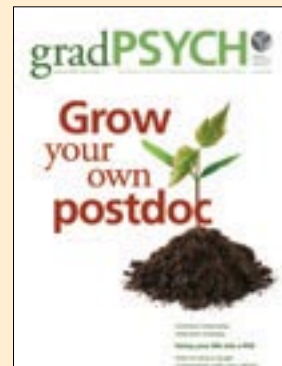
2011 Classified Advertising Closing Dates: gradPSYCH

Issue	Closing Date	Issue	Closing Date
January	December 9	September	August 9
March	February 10	November	October 13

Online Only at PsycCareers.com

Since re-launching the site four years ago, PsycCareers has established itself as THE place to find top quality candidates. It has become the one stop shop for career information, jobs, and recruitment for the APA. And now, all Online Only ads get added exposure through the National Healthcare Career Network, making PsycCareers the only site you need to visit for recruitment in the field of psychology.

Job Duration (days)	30	60	90	180	365
Discount		25%	32%	48%	60%
Price (per ad)	\$550	\$925	\$1,122	\$1,716	\$2,640



Display Advertising

Contact Clarence Brown at cbrown@apa.org

- Display classified advertising in *Monitor on Psychology* and *gradPSYCH* with a boxed ad offers the most exposure. A logo can be included.
- Rates are determined by the cost of a column inch. Frequency discounts apply to one calendar year. A 15% commission on gross billing is allowed to recognized advertising agencies for display advertising. APA-approved CE sponsors receive a discount of 20% for continuing education advertising.
- Column inches are determined by multiplying the number of columns wide by the number of inches deep.

All display classified recruitment advertising print ads include a FREE online posting on *PsycCareers*, and unlimited access to the resumé database.

Monitor on Psychology

Display Classified Advertising Rates

B&W Only	1x	3x	6x	11x	22x
Per Col. Inch	\$195	\$190	\$180	\$165	\$160

gradPSYCH

Display Classified Advertising Rates

B&W Only	1x	4x
Per Col. Inch	\$75	\$65

Material Specifications

Column Width	Inches	Millimeters	Column Width	Inches	Millimeters
1-Column	1-5/8"	41 mm	3-Column	5-1/8"	130 mm
2-Column	3-3/8"	86 mm	4-Column	6-7/8"	175 mm

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.

2011 Classified Advertising (Non-Recruitment)

Display Classified Advertising Mechanical Requirements

Please follow the size requirements listed for the recruitment ads. PDF-X1a, PDF, Postscript, EPS, or TIFF files are acceptable. Ad creation is available for an additional fee. To submit display classified advertising contact: Clarence Brown, Advertising Sales Manager, cbrown@apa.org; (202) 336-5714.

Display Classified Advertising Rates

	1x	3x	6x	11x	22x
Per col. inch	\$195/	\$190/	\$180/	\$165/	\$160/
	Col.	Col.	Col.	Col.	Col.
	inch	inch	inch	inch	inch

Display Classified Advertising Rates

	1x	4x
Per col. inch	\$75/	\$65/
	Col.	Col.
	inch	inch

Monitor on Psychology

Classified Line Advertising Rate

\$13.75/per line—32 characters per line including spaces.
Rate is non-commissionable.

To submit advertising contact: Amelia Dodson, Classified Advertising Sales Representative, adodson@apa.org; (202) 336-5564.

gradPSYCH

Classified Line Advertising Rate

\$6.00/per line—32 characters per line including spaces.
Rate is non-commissionable.

To submit advertising contact: Amelia Dodson, Classified Advertising Sales Representative, adodson@apa.org; (202) 336-5564.

APA's Online Career Center, www.PsycCareers.com

Questions? Need Help?

Contact: Amelia Dodson, 202-336-5564 ➔ adodson@apa.org or
Sara Clark, 202-336-5567 ➔ sclark@apa.org

For display advertising options contact Clarence Brown at cbrown@apa.org 202-336-5714.