

## APA Journals

Tap into specific market segments.

APA offers more than 60 titles to choose from, each focused on one facet of psychology. *American Psychologist*, *Professional Psychology: Research and Practice*, *Behavioral Neuroscience*, *Developmental Psychology*, *Health Psychology*, *Training and Education in Professional Psychology*, *Psychology and Aging*, and *School Psychology Quarterly* are just a few. Advertise products, books, software, special workshops, recruitment, and more in these and other APA journals, and reach psychologists and clinicians who pay for and receive the publications allied to their areas of interest.

### New Journals in 2012

- ▶ *Couple and Family Psychology: Research and Practice*
- ▶ *International Perspectives in Psychology*
- ▶ *Law and Human Behavior*
- ▶ *Psychomusicology: Music, Mind & Brain*
- ▶ *Psychology of Popular Media Culture*
- ▶ *Sport, Exercise, and Performance Psychology*
- ▶ *Peace and Conflict*

### Special Offers

Increase your exposure and save—advertise in one or more journals! Combine your insertions for discount frequency rates in all journals!

**\$50 off your 1st ad!**  
Mention Code jml12

For more information go to: [www.apa.org/ads](http://www.apa.org/ads)  
Contact: Doug Constant, (202) 336-5574, [dconstant@apa.org](mailto:dconstant@apa.org)

## APA Practice

Reach more than 60,000 practicing psychologists and students online: [APApracticecentral.org](http://APApracticecentral.org), by e-mail: Practice Update E-newsletter, by mail: *Good Practice Magazine*

### Our Audience, Your Opportunity

Companies often struggle with how to reach individual practitioners efficiently.

We solve that problem by delivering the practice audience to you.

The APA Practice Organization provides unprecedented opportunities to reach a highly targeted audience consisting of 60,000+ practicing psychologists and practice-focused graduate students who belong to APA through numerous channels:

- ▶ **APApracticecentral.org**—The premier Web site for practitioners that provides high-value information and tools to help them manage and grow their practices and advocate for the profession.
- ▶ **Practice Update e-newsletter**—This award-winning e-newsletter delivers topical, helpful information to more than 47,000 practitioners monthly and serves as a key driver to [APApracticecentral.org](http://APApracticecentral.org).
- ▶ **Good Practice Magazine**—*Good Practice* keeps practitioners up-to-date and helps them make informed decisions about how to manage, build, and grow their practices. The four-color publication is filled with practical articles such as evaluating new practice opportunities, managing risk, billing, claims, client resources, and more. The magazine is published three times a year—Spring, Summer, and Fall/Winter editions.

### Web Advertising Rates

120 x 240 Rotation: \$750  
240 x 400 Rotation: \$1,750  
Flight date is five days from receipt of ad.

### E-Newsletter Rates

Every three weeks.  
Vertical rectangle, 240 x 400: \$1,000  
Vertical banner, 120 x 240: \$750 per issue  
Flight date is the next available newsletter.

### Good Practice Magazine Rates

Cover 4: \$5,000  
Cover 3: \$4,000  
Cover 2: \$4,000  
Full-page: \$3,500  
Half-page: \$2,500  
Quarter-Page: \$1,500  
All advertising is 4-color at no additional charge.

Contact: Clarence Brown  
(202) 336-5714, [cbrown@apa.org](mailto:cbrown@apa.org)

## Exhibits

APA is pleased to announce its 120th Annual Convention.  
You get more than just advertising from APA!

### 2012 APA ANNUAL CONVENTION AND EXHIBITS

August 2–5, 2012, Orlando, FL—The Psychology Show! Reach thousands of your key buyers who hold purchasing power by exhibiting at the 2012 Annual Convention and Exhibits! *Why exhibit?* Psychologists represent a very educated, affluent market that delivers and influences health care delivery, research, and higher education. They are involved in increasing levels of influence in all areas of industry. Meet face-to-face with these high-level decision makers who buy and develop the products and services you deliver! Can you afford NOT to be there and let your competition win the market advantage?



We offer the best opportunities to maximize your booth investment on the exhibit floor and throughout the APA Convention such as:

- ▶ Anticipated attendance of 12,000
- ▶ Exhibit Hall Traffic Generating Activities: Coffee with the Authors, complimentary refreshments, food concessions, Massage Break Lounge, raffles, poster sessions, and more!
- ▶ Convention Sponsorships to expand your visibility beyond the show floor
- ▶ Advertising in the **Convention Program** and in APA's acclaimed *Monitor on Psychology* Special Convention Issue
- ▶ Direct mail opportunities marketing to attendees prior to and after the show

- ▶ Promotions in attendee's bag
- ▶ An interactive online exhibit floorplan giving attendees access to your information 24/7 (up to one month post-convention)
- ▶ Listing in the **Convention Program** describing your booth location and products
- ▶ ExpoCard sales lead retrieval system

Don't miss out on this interaction with thousands of attendees who are your prime prospects and buyers. *Own the market!*

For future planning, dates, and sites for APA's upcoming conventions are as follows:

July 31–August 4, 2013 Honolulu, HI  
August 7–10, 2014 Washington, DC

## 2012 Convention Program

Reach approximately 12,000 convention registrants (including APA members and nonmembers) who will attend the APA Annual Convention, in 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 and/or services in the **APA Convention Program**. This essential guide contains a listing of all events, exhibitors at the APA Annual Convention, plus more and is either mailed in advance or handed out to all attendees! 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**!

Contact: Mona Alcazar, (202) 336-5627, [malcazar@apa.org](mailto:malcazar@apa.org)

### Put together your whole integrated marketing package through APA publications, online advertising and exhibiting at the APA Annual Convention!

- ▶ Jodi Ashcraft, *Director of Advertising and Exhibit Sales*; [jashcraft@apa.org](mailto:jashcraft@apa.org); 202-336-5565
- ▶ Mona Alcazar, *Manager, Exhibit Sales*; [malcazar@apa.org](mailto:malcazar@apa.org); 202-336-5627
- ▶ Clarence Brown, *Advertising Sales Manager*; [cbrown@apa.org](mailto:cbrown@apa.org); 202-336-5714
- ▶ Doug Constant, *Journal Advertising Sales*; [dconstant@apa.org](mailto:dconstant@apa.org); 202-336-5574
- ▶ Amelia Dodson, *Manager Recruitment & Classified Advertising*; [adodson@apa.org](mailto:adodson@apa.org); 202-336-5564

### Marketing E-Newsletter

Sign up for our e-newsletter for advertisers and exhibitors—PsychMarketer!

[psychmarketer@apa.org](mailto:psychmarketer@apa.org)



AMERICAN PSYCHOLOGICAL ASSOCIATION  
750 First Street, NE  
Washington, DC 20002-4242

202-216-7610 (fax)  
E-mail: [advertising@apa.org](mailto:advertising@apa.org)  
Website: [www.apa.org/ads](http://www.apa.org/ads)

AMERICAN PSYCHOLOGICAL ASSOCIATION

# Advertising and Marketing Opportunities

Smarter marketing. Greater results. Tailored for you.



Print  
Online  
In Person

Two magazines  
60 + journals  
APA Annual Convention  
Mailing lists  
E-newsletter  
152,000 members  
[www.apa.org/ads](http://www.apa.org/ads)

# Monitor on Psychology

Grow your business with APA's official publication.

Advertising works in *Monitor on Psychology*, the official publication of the American Psychological Association. As the premier news source for the APA and the psychology discipline in general, *Monitor on Psychology* is one of the most cost-effective and direct means of reaching more than 108,000 psychologists, clinicians, and health providers.

## Expand your visibility

No matter what your budget, *Monitor on Psychology* affords you a number of advertising options including display (editorial section), display classified, and/or line-for-line classified advertisements. You can enhance your print advertising campaign with banner ad placements on *Monitor on Psychology Online*. Classified ads receive exposure on [www.psychcareers.com](http://www.psychcareers.com).

## Issuance

11 times per year

## Rate Protection

We know that advertising dollars are tight (particularly in this economy). For this reason advertising rates have not changed for 2012.

To discuss how to make your dollars go further, call Clarence Brown at (202) 336-5714.

## 2012 Display Advertising Closing Dates

ISSUE	SPACE RESERVATION DEADLINE	MATERIAL CLOSING DATE
January	November 4	November 18
February	November 23	December 9
March	December 30	January 13
April	February 3	February 17
May	March 2	March 16
June	April 2	April 13
July/August	May 18	May 29
September	July 6	July 20
October	August 10	August 24
November	September 7	September 21
December	October 3	October 26



## 2012 Monitor on Psychology Ad Rates

### Display Advertising Rates: Black & White

AD SIZES	1x	3x	6x	11x	22x
1 page	\$7,800	\$7,445	\$7,215	\$6,870	\$6,415
1/2 page	4,650	4,430	4,285	4,105	3,820
2 col. Island	3,445	3,240	3,140	3,010	2,805
1/3rd page	2,815	2,650	2,560	2,450	2,290
1/6th page	2,485	2,340	2,270	2,175	2,030

### Premium Positions: Black & White

AD SIZES	1x	3x	6x	11x	22x
Cover 2	\$10,335	\$9,810	\$9,510	\$9,105	\$8,480
Cover 3	9,195	8,735	8,455	8,080	7,535
Cover 4	10,625	10,105	9,780	9,360	8,715
Page 1	10,055	9,545	9,245	8,835	8,240
Page 2	9,195	8,735	8,455	8,080	7,535
Page 3	9,195	8,735	8,455	8,080	7,535
Opening Spd (pages 2 and 3)	18,685	17,750	17,180	16,435	15,315

### Color

4-Color Process: \$1,200  
PMS or Matched Colors: \$750 each

### Display Classified Advertising Rates

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

### Line Classified Advertising

\$12.00 per line for recruitment  
\$13.75 per line for all other line classified advertising

# APAOnline

Today's savvy marketer knows an online approach is essential to the success of any product or service. APA with its recently redesigned Web site delivers more opportunity to reach targeted users in specific content areas. We are here as your partner to help you achieve the most effective results. APA delivers the traffic, the audience, and the impressions to give your product or service the online presence you need!

By expanding or starting your online marketing program, you will benefit from increased:

- ▶ brand awareness
- ▶ site visits
- ▶ acquisitions and leads

## APA Properties

Below is a sample of content areas to help your campaign succeed. Place your ad as ROS or select one or two Web areas based on your objective and budget.

Convention	<a href="http://www.apa.org/convention">www.apa.org/convention</a>
gradPSYCH	<a href="http://www.apa.org/gradpsych">www.apa.org/gradpsych</a>
Journals	<a href="http://www.apa.org/pubs/journals">www.apa.org/pubs/journals</a>
Monitor on Psychology	<a href="http://www.apa.org/monitor">www.apa.org/monitor</a>
Psycareers.com	<a href="http://www.apa.org/careers">www.apa.org/careers</a>
Topics*	<a href="http://www.apa.org/topics">www.apa.org/topics</a>
Students	<a href="http://www.apa.org/about/students">www.apa.org/about/students</a>

\*Over 40 different Topics pages related to psychology updated monthly!

## Ad Sizes and Specifications

The size of the banner will be identified based on the availability and inventory of that page. Banner ads rotate throughout the pages of the site.

When submitting your information and order, please send to [onlineadvertising@apa.org](mailto:onlineadvertising@apa.org). Include all files, links to click through to, alt text (maximum of 10 words), and any additional production information. Also include placement information and trafficking, ad serving, and reporting instructions. An online insertion order is on our Web site at [www.apa.org/ads](http://www.apa.org/ads).

## Monthly Online Advertising Rates

120 x 240-Vertical Banner	\$1,500
250 x 250-Square Banner	\$2,100
160 x 600-Wide Skyscraper	\$2,500
240 x 400-Vertical Rectangle	\$2,750

Please supply in gif or jpg format.

## Discounts

Print advertisers receive a 50% discount off of online advertising rates. First-time only online advertisers who have never advertised in print are entitled to a 20% discount. All rates are net.

It is recommended that you place your order early, as inventory is in high demand!

# PsycCareers

APA's Online Career Center

PsycCareers has established itself as THE place to find top quality psychology candidates. It is 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.

## Recruit the best through print AND online exposure

- ▶ Get a free matching online ad when you place a print ad in *Monitor on Psychology* or *gradPsych*
- ▶ See your ad online within two business days when you select an online only posting
- ▶ Manage and track applications online
- ▶ Search a database of approximately 5,300 resumes

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

# gradPSYCH

Reach tomorrow's psychologists today.

*gradPSYCH* is a quarterly magazine published by the American Psychological Association for students in psychology. With a circulation of 25,000, you can reach the graduate student marketplace—tomorrow's psychologists—to promote your products and services!

## Readership

*gradPSYCH* is received by all APA student affiliates, other subscribers including graduate students in psychology, universities, librarians, researchers, and other readers interested in education and student issues in psychology. The magazine's mission is to provide readers with cutting-edge information on innovative psychology careers; training and supervision; graduate student lifestyle issues; and emerging trends in psychology practice, research, financial products, and education.

## Characteristics of gradPSYCH Readers

Women	76%
Men	24%
First-year doctoral students who are minorities	26%
35 and under	71%
U.S. based	97%
Pursuing health service fields	65%
Pursuing study in research fields or other areas	35%
Intending to pursue licensure	20%
Will pursue doctorate degree	45%

Sources: 2005 Doctorate Employment Survey. Compiled by the APA Center for Workforce Studies, APA student affiliate records, 2009 Graduate Study in Psychology.

## 2012 gradPSYCH Ad Rates

### Display Advertising Rates: Black & White

AD SIZES	1x	4x
1 page	\$2,910	\$2,620
1/2 page	1,690	1,520
2 col. Island page	1,220	1,100
1/3rd page	1,020	915
1/6th page	875	790

### Premium Positions: Black & White

AD SIZES	1x	4x
Cover 2	\$3,785	\$3,405
Cover 3	3,405	3,070
Cover 4	3,930	3,535
Page 1	3,730	3,330
Page 2	3,405	3,070
Page 3	3,405	3,070

## Advertisers:

- ▶ APA Insurance Trust
- ▶ AATBS
- ▶ Lesley University
- ▶ US Public Health Services
- ▶ Association of State and Provincial Psychology Boards
- ▶ and more!



## Issuance

January, March, September, and November.

## 2012 Display Advertising Closing Dates

ISSUE	SPACE RESERVATION DEADLINE	MATERIAL CLOSING DATE
January	October 28	November 18
March	January 13	February 3
September	June 22	July 27
November	August 24	September 21

For more information about *gradPSYCH* advertising, call Clarence Brown at (202) 336-5714.

**Added Value!**  
Every print ad receives a 120 x 240 web banner.

### Color

4-Color Process \$1,200  
PMS or Matched Colors \$750 each

### Display Classified Advertising Rates

Black & White Only	1x	4x
Per Column Inch (C. Inch)	\$75/col. inch	\$65/col. inch

### Line Classified Advertising

\$5.20 per line for recruitment  
\$6.00 per line for all other line classified advertising