

APA Practice Organization

Reach more than 60,000 Practicing Psychologists and Students

Advertising Rates and Specifications

APApracticecentral.org Advertising

Rates

120 x 240 Vertical Banner in Rotation (max file size 20k)	\$750
240 x 400 Vertical Rectangle Banner in Rotation (max file size 30k)	\$1,750

All prices are net.

Material Specifications

The size of the banner will be based on the availability and inventory of those web pages. The APA Practice Organization offers a Vertical Banner at 120 x 240 pixels and a Vertical Rectangle Banner 240 x 400 pixels. Banner ads may rotate through the pages of the site or be fixed sponsorship positions. Fixed positions are higher in cost. Please supply files in gif or jpeg format. Alt text can be up to 20 words. Rich media, Flash, and animation accepted. When submitting banner advertising please include all files and URL details to click through to. Include roll over files, Alt text, and any additional production information for third party ad servers.

Deadlines

Flight date is five days from receipt of ad creative.

Send file to: cbrown@apa.org.



Practice Update E-Newsletter Sponsorships

Issuance

Every two weeks

Circulation

47,000 practitioners and graduate students in psychology.

Rates

120 x 240 Vertical Banner in Rotation (max file size 20k)	\$750
240 x 400 Vertical Rectangle Banner in Rotation (max file size 30k)	\$1,000

All prices are net.

Material Specifications

The size of the banner will be based on the availability and inventory of those web pages. The APA Practice Organization offers a Vertical Banner at 120 x 240 pixels and a Vertical Rectangle Banner 240 x 400 pixels. Please supply files in gif, or jpeg format. Alt text can be up to 20 words. Rich media, Flash, and animation accepted. When submitting banner advertising please include all files and URL details to click through to. Include roll over files, Alt text, and any additional production information for third party ad servers.

Deadline

Flight date is the next available newsletter (or specified newsletter) following receipt of ad creative.

Send files to: cbrown@apa.org.



Good Practice Magazine

Issuance

Good Practice is published three times a year with a Spring, Summer and Fall/Winter edition.

Circulation

60,000 practitioners and students in psychology

Cover 4: \$5,000 Full-page: \$3,500

Cover 3: \$4,000 Half page: \$2,500

Cover 2: \$4,000 Quarter-page: \$1,500

All print advertising is gross, 15% agency commission applies for qualified agencies. All advertising is 4-color at no additional charge.

Closing Dates

Issue	Space Reservation	Material Due
<i>Good Practice</i> Spring	February 10	March 1
<i>Good Practice</i> Summer	June 1	June 15
<i>Good Practice</i> Fall/Winter	October 10	November 1

Ad Sizes (width x depth)

Full-Page	7.375" x 9.75"
Cover w/bleed	8.625" x 11.125"
Half-Page Horizontal	7.125" x 4.125"
Half-Page Vertical	3.438" x 8.5"
Quarter-Page	3.438" x 4.125"

Publication Specifications

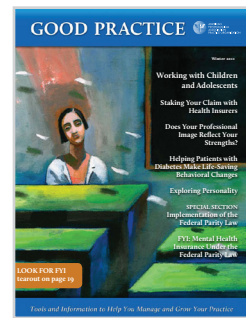
Printing Process:	Full-color, Web-fed
Paper Stock:	80lb. No. 2 Gloss text
Binding:	Saddle-stitched
Line Screen:	150 line screen
Image:	CMYK or grayscale @ 300 ppi at full-size
Trim size:	8.375" X 10.875"
Live Area:	Ad size. For non-based cover ads, live area is 7.375" x 9.75".
Bleeds:	Bleeds apply to cover ads only. Allow 1/8" (.125") bleed on all sides.



Guidelines for Creating Ads

Ads must be submitted at the exact size to be printed. Ad creation is available for an additional fee. Support graphics should be Photoshop EPS or TIFF, Illustrator EPS or Freehand EPS files with all type converted to outlines. Ads created on Windows platform files

are accepted if saved or exported properly. The correct suffix in the document name is required. We do not accept IBM typefaces. If used, they will be replaced with similar Macintosh typefaces. If other programs must be used they should be saved or exported as a generic EPS with all type converted to paths or curves. Do not stylize type in menu bar. Include all typefaces used in your file along with the ad. Both screen and printer fonts must be sent. (Your ad will not be processed if all fonts are not included). All images must be CMYK or grayscale. Color scans must be no less than 300 ppi and SWOP standards. Do not embed profiles. Black & white scans must be no less than 300 ppi. Include all linked files when sending your ad. No screens less than 10% should be used.



Material Specifications

PDF-X/1a, PDF, Postscript, EPS and TIFF files are acceptable. E-mailed files must be less than 4MB, and should be compressed to prevent corruption. All-high resolution image and fonts must be embedded in files. Images must be SWOP (CMYK or grayscale) at 300 ppi. All ads must be created to exact dimensions of the ad. 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.

Send files and insertion orders to: cbrown@apa.org.

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.

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