

# 2006 Online Advertising Insertion Order

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ URL \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Agency/Billing \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ URL \_\_\_\_\_

Date \_\_\_\_\_ IO/PO # \_\_\_\_\_

## Campaign Details:

Site Placement	Month(s)	Size	Fixed/ROS	Cost
<input type="checkbox"/> Monitor				
<input type="checkbox"/> gradPSYCH				
<input type="checkbox"/> PsycCareers				
<input type="checkbox"/> PsycPort				
<input type="checkbox"/> PsycInfo				
<input type="checkbox"/> Convention				
<input type="checkbox"/> Journals				
<input type="checkbox"/> Topics				
<input type="checkbox"/> Site Map				
<input type="checkbox"/> Students				
<input type="checkbox"/> Psychologists				
<input type="checkbox"/> All				

Production Information: \_\_\_\_\_

URL creative will link to: http:// \_\_\_\_\_

Alt text (should not exceed 20 words): \_\_\_\_\_

Attach creative in email with any special instructions. All creative will be pre-approved before going live on site. Please allow a minimum of five business days in production before your campaign start date. Maximum file size for 120 x 60 button: 6K; 468 x 60 banner: 20K .gif and JPEG files are preferred. **No animation, Flash, or rich media accepted.** Roll over images for mouse over click throughs should also be submitted and identified as such. Send ad, production instructions, reporting instructions or any third-party requests to [adsubmission@apa.org](mailto:adsubmission@apa.org). Questions: Contact Advertising at 202-336-5714. A confirmation of your order will follow this signed insertion order.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Mail or Fax Order to:**

**Advertising Department**  
**American Psychological Association**  
 750 First Street NE  
 Washington, DC 20002-4242

Phone: (202) 336-5714  
 Fax: (202) 216-7610  
 Email: [adsubmission@apa.org](mailto:adsubmission@apa.org)  
[www.apa.org/ads/ratecard](http://www.apa.org/ads/ratecard)

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