

# gradPSYCH ADVERTISING RATE CARD

American  
Psychological  
Association

[APA.ORG/ADS/RATECARD](http://APA.ORG/ADS/RATECARD)

# 2007

CARD NO. 4

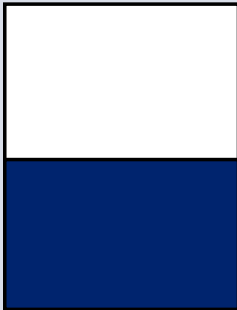
PRINT.  
ONLINE.  
IN PERSON.

SMARTER MARKETING.  
GREATER RESULTS.  
TAILORED FOR YOU.

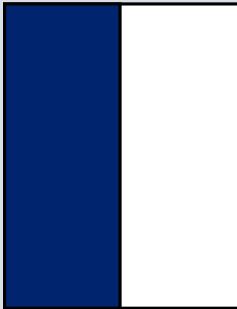




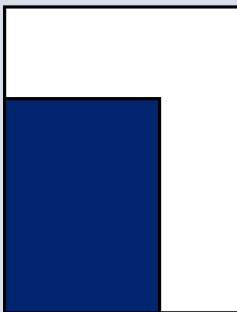
Full Page



Half-Page Horizontal



Half-Page Vertical



Two-Column Island

## Display Advertising (Editorial Section)

### 2007 Display Advertising Rates: Black & White

Ad Sizes	1x	4x
Full Page .....	\$2,800	\$2,520
1/2 Page .....	1,625	1,460
2-Column Island .....	1,175	1,060
1/3rd Page .....	980	880
1/6th Page .....	840	760

### Premium Positions: Black & White

Ad Sizes	1x	4x
Cover 2 .....	\$3,640	\$3,275
Cover 3 .....	3,275	2,950
Cover 4 .....	3,780	3,400
Page 1 .....	3,585	3,200
Page 2 .....	3,275	2,950
Page 3 .....	3,275	2,950

### Frequency Discounts

Frequency discounts are computed over a period of 12 consecutive months. The cancellation of a space reservation will result in an adjustment of the rate (short-rate) based on previous insertions in that 12-month period to reflect actual space used.

### Color

All color charges are in addition to the space rate.

Four-color process: \$1,200

PMS or matched color(s): \$750 each\*

*\*APA reserves the right to match PMS color(s). Ads with PMS color(s) must be supplied as CMYK.*

### 2007 Display Advertising Closing Dates

Issue	Reservation Space	Materials Due
January .....	October 27	November 23
March .....	January 18	February 8
July/Aug Monitor* .....	May 16	May 30
September .....	July 5	July 31
November .....	August 24	September 21

*\*Special Student Section in Convention Issue*

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Color .....	Front Inside Cover
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*“gradPSYCH magazine effectively delivers our graduate program message directly to the audience we are hoping to reach. At a time when we have discontinued many traditional recruitment activities, our inquiry base still increased by over 18% in our first year in the magazine.”*

**SCOTT S. GREATOREX,  
DIRECTOR OF GRADUATE  
ADMISSION, LOYOLA  
COLLEGE IN MARYLAND**

## gradPSYCH

**g**radPSYCH is received by all APA student affiliates, other 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.

gradPSYCH is the magazine for the American Psychological Association Graduate Students (APAGS). It is published quarterly and online at <http://gradpsych.apags.org> delivering the cutting-edge information today’s students need to master every topic related to succeeding in graduate school, becoming a professional psychologist, and more.

Every page is four-color, and APA’s gradPSYCH is the only publication for the student psychology audience. With its circulation of 60,000, you will reach the graduate student marketplace—tomorrow’s psychologists—the current and future buyers of your products and services!

### Circulation

Circulation is 60,000.

### Issuance

January, March, September, and November.

- **Bonus Issue**—July/August *Monitor on Psychology* Special Student Section (100,000+ circulation)

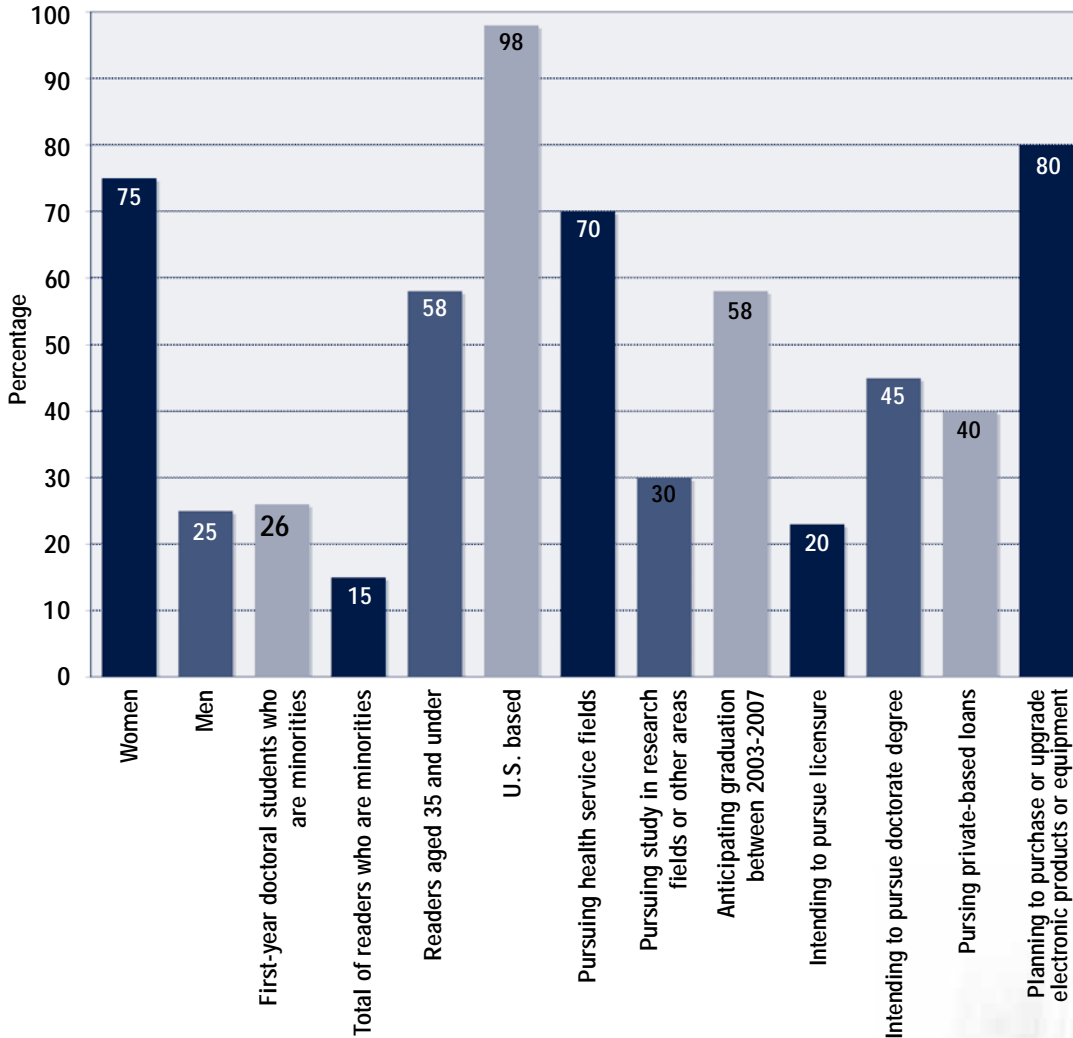
### Editorial Environment

A snapshot of editorial coverage includes:

- What’s the right degree for your career goals?
- What is the best form of funding for graduate students?
- Up-to-date employment and salary data in psychology
- Profiles of psychology careers—finding the right track
- Graduate training and supervision
- Licensure and practicum information—what students need to know
- Also featured in every issue is a power-packed classified section with listings on career opportunities, postdocs, internships, fellowships, and student services, which are also posted online!

# A Demographic Profile

## Characteristics of *gradPsych* Readers



Sources: 2001 Doctorate Employment Survey.

Compiled by APA Research Office, April 2003.

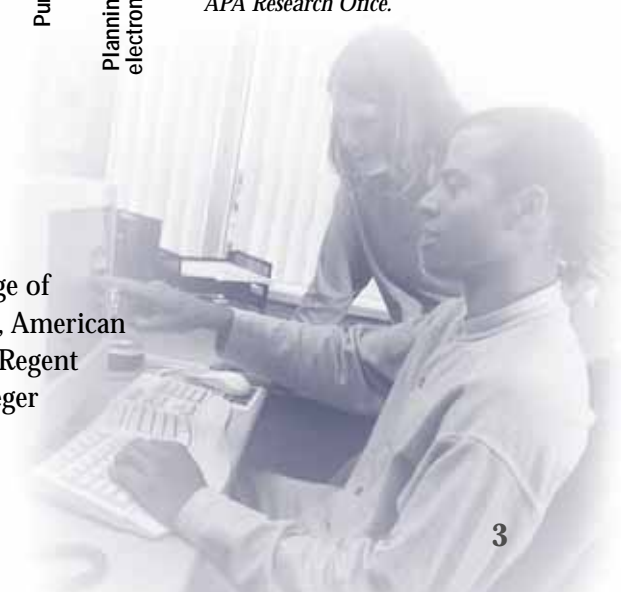
2003 APA Student Affiliate Member Survey, APA 2003 Reader Survey.

2006 Graduate Study in Psychology. Compiled by APA Research Office.

Average head of household income \$35,000

### Advertisers

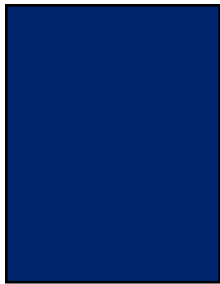
Some of the advertisers to date include Bank One, DocuTrac, Loyola College of Maryland, Association of State and Provincial Psychology Boards (ASPPB), American Psychological Association Insurance Trust, George Washington University, Regent University, Guilford Publications, New York University, USC, Kennedy Krieger Institute, Boston University, and Argosy.



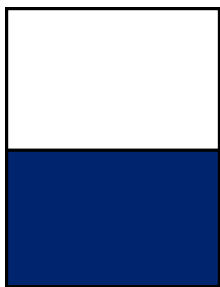
## Display Advertising (Editorial Section)

### 2007 Display Advertising Rates: Black & White

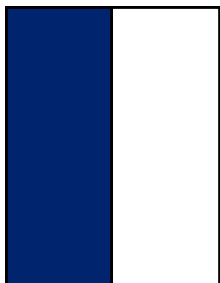
Ad Sizes	1x	4x
Full Page	\$2,800	\$2,520
1/2 Page	1,625	1,460
2-Column Island	1,175	1,060
1/3rd Page	.980	.880
1/6th Page	.840	.760



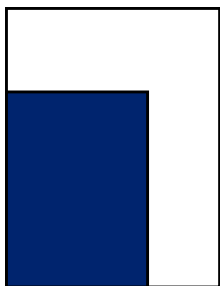
Full Page



Half-Page Horizontal



Half-Page Vertical



Two-Column Island

### Premium Positions: Black & White

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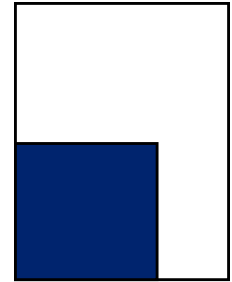
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March	January 18	February 8
July/Aug <b>Monitor</b> *	May 16	May 30
September	July 5	July 31
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*\*Special Student Section in Convention Issue*

**Mechanical Requirements Non-Bleed**

Ad Size ( <i>width x depth</i> )	Inches	Millimeters
Full Page	6-7/8" x 9-1/2"	175 mm x 241 mm
1/2 Page Horizontal	6-7/8" x 4-1/2"	175 mm x 114 mm
1/2 Page Vertical	3-3/8" x 9-1/2"	86 mm x 241 mm
2-Column Island	4-1/2" x 6-1/4"	114 mm x 159 mm
1/3rd Page Square	4-1/2" x 4-1/2"	114 mm x 114 mm
1/3rd Page Vertical	2-1/8" x 9-1/2"	54 mm x 241 mm
1/6th Page	2-1/8" x 4-1/2"	54 mm x 114 mm

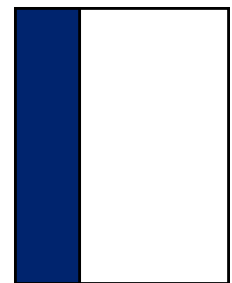


One-Third Square

**Mechanical Requirements with Bleeds**

Ad Size ( <i>width x depth</i> )	Inches	Millimeters
2-Page Spread	17" x 11-1/4"	431 mm x 286 mm
Full Page	8-5/8" x 11-1/4"	219 mm x 286 mm
1/2 Page Horizontal	8-5/8" x 5-1/2"	219 mm x 140 mm
1/2 Page Vertical	4-3/8" x 11-1/4"	111 mm x 286 mm

**Note:** Live matter must be kept at least 1/4" away from the trim (or within 7-3/4" x 10-1/4" for full page ads).



One-Third Vertical

**Publication Specifications**

**Printing Process:** Heatset web offset

**Paper Stock:** Cover: 70lb. coated text, Text: 34lb. publication grade coated text

**Binding:** Saddle stitched

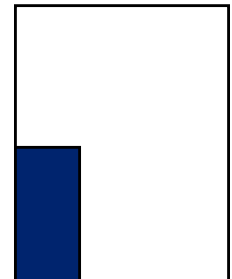
**Line Screen:** 133 line screen

**Trim Size:** 8-1/4" x 10-7/8"

**Live Area:** 7-3/4" x 10-1/4"

**Bleeds:** Bleeds should extend 1/4" outside of magazine trim size

**Ad Creation:** Available for an additional fee



One-Sixth Vertical

**Material Specifications**

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.

**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.

**Note:** If these guidelines are not followed, APA cannot be responsible for ad misprints or defects.

**Advertising Representative**

*gradPsych*

Display Advertising:

Clarence Brown

Advertising Sales Manager

Phone: (202) 336-5714

Fax: (202) 216-7610

Email: cbrown@apa.org

**Business Reply Cards (BRC) (Accompanied by a full-page ad only)**

	Front-to-Back		Head-to-Foot	Thickness	Caliper
	Low	High			
Folded - minimum	3-1/2"	5-1/2"	3-1/2"	.007"	Low 4-1/2"
Folded – maximum	8-1/4"	8-5/8"	10-3/8"	.010"	
Flat – minimum	3-1/2"	3-1/2"	3-1/2"	.007"	Low 4-1/2"
Flat – maximum	6-3/4"	6-3/4"	7"	.010"	

**Live Area:** Should be at least 1/4" from the trim (unless the business reply card is designed to bleed). Perforations must be at least 3/4" from the binding edge of the insert using micro perfs (12 or more teeth to the inch). Cards will be jogged to the head; allow a minimum of 3/16" head, foot, and face trim (where applicable).

**Rates:** *Bind-in pricing*—Standard positioning is priced at the earned B&W half-page rate for minimum-sized BRC inserts. Standard positioning is priced at the earned B&W full-page rate for maximum-sized BRC inserts. Preprinted cards must arrive at the printer 10 days prior to publication date. A proof of all inserts must be supplied in advance for publisher approval.

*Tip-in pricing*—Standard positioning is priced at the earned B&W full-page rate for both minimum- and maximum-sized BRC inserts.

**Full-Page Inserts (Specifications for bind-ins only)**

**Trim Size:** 8-1/4" x 10-7/8" plus a 4-1/2" hanger for binding

**Head Trim:** A minimum of 3/16"

**Foot Trim:** A minimum of 3/16"

**Face Trim:** A minimum of 3/16"

**Live Matter:** Should be kept at least 1/4" from the trim (unless the insert is designed to bleed).

**Two-Page Insert Rate** (*one page, front and back*): Standard positioning is priced at 2 times the earned B&W page rate.

**Four-Page Insert Rate** (*two pages, front and back*): Standard positioning is priced at 4 times the earned B&W page rate.

**Additional Insert Sizes:** Please contact an advertising sales manager for a quotation.

**Delivery:** Preprinted inserts must arrive at the printer 10 days prior to press date.

**Approval:** A proof of all inserts must be supplied in advance for publisher approval.

## Editorial Calendar

### January 2007

**Landing a job in academe.** A large percentage of new graduates hope to either land a full-time academic job or teach part time. This package will provide data on the academic job outlook as well as tips on snagging sought-after tenure-track faculty positions. A final article in the package will examine the pros and cons of jobs off the tenure track.

**Also inside:** A survey of the tools students can use in their research; record-keeping dos and don'ts; and a roundup of regional psychology meetings.

### March 2007

★**Advertise in the March issue and receive one FREE APA mailing list (5,000 names).**  
(*New mailing list customers only.*)

**Increasing student diversity.** As Americans become increasingly diverse, psychology must as well. This cover story will survey how psychology departments are increasing the diversity of their students—and hence the next generation of psychologists. It will also cover how students themselves can make diversity a priority in their psychology programs.

**Also inside:** Why engineering psychology is a promising career path; tips on the essential skill of writing well; the pros and cons of students posting information about themselves in blogs and on networking sites; highlights from a new survey on one of students' biggest concerns—applying to internship.

### July/August 2007 Special Student Section – *Monitor on Psychology*

**Bonus Distribution at APA Annual Convention in San Francisco plus mailed to entire circulation of 100,000+ *Monitor on Psychology* subscribers!**

**APA Annual Convention information, student programming information, and other pertinent articles related to graduate student issues.**

### September 2007

**Institutional Review Boards.** This cover story will examine one of students' and psychologists' most pressing research concerns: Getting through an institutional review board (IRB) review. Students say some IRBs can unnecessarily but substantially impede the progress of graduate students' research, and that the holdups affect their funding. The story will cover why IRBs are important, but also offer tips on getting through the process as smoothly as possible.

**Also inside:** A look at the EPPP licensing exam; a profile of a student conducting innovative research; career opportunities in primary care settings; and a review of the neuropsychology internship match.

### November 2007

★**Advertise in the November issue and receive one FREE month of online banner advertising!**

Get into graduate school...and get the most out of it. An exciting package of articles offering tips on getting in to doctoral psychology programs. Topics will include GREs, choosing a program type and the application process step by step. The package will also include advice from students, recent graduates and seasoned faculty on how to get the most out of grad school. Also inside: The magazine's annual wrap-up of student programming at APA's 2007 Annual Convention; profiles of students conducting interesting research; and a "seminar" in paper revision by leading journal editors.





# Advertising Policy for APA Publications

**T**he acceptability of an ad for publication in APA publications or on the APA Web site is based upon legal, social, professional, and ethical considerations. In addition, an ad must be in keeping with the generally scholarly and professional nature of the publication. The general policy is stated as follows:

“The publications of the APA are published for and on behalf of the membership to advance psychology as a science, as a profession, and as a means of promoting human welfare. The Association reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of APA, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publications. Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher.”

Elaboration of the above general policy is contained in the following specific statements about the kind and content of ads that are not acceptable for publication in APA periodicals or on the APA Web site.

The statements are intended to establish guidelines for APA personnel responsible for administering the policy and also for advertisers in submitting ads for publication and Web posting.

- The APA undertakes to comply with the letter and the spirit of Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Veterans’ Reemployment Rights Act Handicap Bias, the Vietnam-Era Veterans’ Readjustment Assistance Act of 1974, and the Americans With Disabilities Act of 1990. As such, the Association endeavors to not discriminate on the basis of age, race, color, religion, gender, sexual orientation, national origin, physical or mental disability, veteran status, marital status, or the numbers and ages of dependent children in its own employment practices and will not knowingly permit its publications and Web site as ad media, to be used by others in support of discriminatory practices.
- Advertisers will be encouraged to use gender-neutral terms in ad text because the use of certain pronouns, i.e., him or her, in ad text could, under certain circumstances, be taken to imply discrimination (not necessarily job discrimination) on the basis of gender.
- Advertising of doctoral programs in APA publications and on the APA Web site will be restricted to those schools or other institutions fully accredited by regional or other institutional accrediting associations recognized by the U.S. Department of Education.
- The Association reserves the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical, or professional issues.

- As a general rule, candidates for the office of APA President may not be featured (within text or photographs) in advertisements appearing in APA publications or on the APA Web site during the election period (April through November). Exceptions to this rule include an advertisement for a book authored or edited by a presidential candidate or the inclusion of a candidate's name in a department faculty listing. A final determination of the appropriateness of any mention of an APA presidential candidate within an ad will be made by APA's executive editors and may include consultation with the APA Elections Committee.
- Pharmaceutical advertisements must conform to all federal regulations and policies of the Food and Drug Administration in every respect. Products intended for human use or consumption that do not come under the jurisdiction of the FDA must be safe and effective in their intended use, and proof of safety and effectiveness must be provided by the advertiser upon request. It should be noted that the regulations of the Food and Drug Administration provide exacting legal controls over the claims that drug advertisers may make for their products and require them to state contraindications, hazards, etc., unless "reminder advertising" makes no product claims. Adherence to legal requirements concerning the content of drug advertising is the manufacturer's responsibility. The disorder or symptom for which a drug or other product is being recommended must be prominently stated within the advertisement, except in reminder advertisements, as provided by the FDA regulations. Advertisements will not be accepted that suggest in any way the use of a medication or other substance for the relief of the tensions or problems of everyday life rather than for the relief of symptoms of illness or disorders. In pharmaceutical advertising copy, the full generic name of each active ingredient shall appear. Pharmaceutical products for which approval of a New Drug Application by the Food and Drug Administration is a prerequisite for marketing will not be eligible for advertising until such approval has been granted. Special purpose food products (e.g., foods for carbohydrate-restricted diets and other therapeutic diets) are eligible when their uses are supported by acceptable data. Regarding vitamin prescriptions, if claims not generally recognized are made for any vitamins, such claims must be substantiated by clinical studies acceptable to the Association.
- Advertising of insurance programs in APA publications (including division publications) and the APA Web site will be limited to only those programs endorsed or sponsored by the American Psychological Association Insurance Trust (APAIT).
- APA reserves the right to decline advertisements from companies advertising products and services that could be considered competing with the APA Member Benefits Program. Examples include, but are not limited to, affinity credit cards, telephone long-distance services, financial programs, car rentals, hotels, and magazine services.

It is the responsibility of private agencies to insure that they are in compliance with provisions of the state laws which relate to the title and/or practice of psychologists. Further, the use of the term psychologist by private agencies in recruitment ads implies that such psychologists are engaged in the independent practice of psychology and as such are subject to the guidelines stated in the Ethical Principles of Psychologists. (Copies are available from APA.)

## Orders and Copy Regulations

### General

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which is not in keeping with the Association's standards and objectives.
2. Advertisers are encouraged to describe products and services in an accurate and complete manner. The Association reserves the right to refuse to accept ads which because of omissions or inaccuracies provide misleading information.
3. The publication or posting of any advertisement by the American Psychological Association (APA) is neither an endorsement of the advertiser nor of the products or services advertised. APA is not responsible for any claims made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised in an APA publication or on the APA Web site.
4. Advertiser and advertising agency assume liability for all content (including text representation, illustrations, and photographs) of advertisements printed or posted, and also assume responsibility for any claims arising therefrom made against the publisher.
5. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. The publisher's liability for any error will not exceed the charge for the advertisement in question.
7. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions, or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

### Orders

1. The forwarding of an order is construed as an acceptance of all the conditions under which advertising is at the time sold.
2. A contract period starts from the date of first insertion. Orders are accepted for not more than one year in advance.
3. Individual billing at multiple insertion rate is on contract basis only. Rates may be earned by placing that number of ads of the same size (or larger) within one year from first date of insertion.
4. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.
5. The publisher cannot guarantee requests for specified position unless a position premium has been provided for in the contract.

6. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
7. Two or more advertisers are not permitted to use space under the same contract; subsidiaries of parent companies are considered as separate advertisers, unless space is reserved through the same agency.
8. Agency discount—15% of gross billing—is allowed to recognized advertising agencies for print display advertising. For in-house agency recognition, contact an advertising sales manager for qualifying guidelines.
9. No cash discounts are offered by the publisher.

### Order Changes and Cancellations

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment.
2. Cancellation of an order by an advertiser or agency for any reason (other than a rate increase by publisher) will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used.
3. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
4. When change of copy covered by an uncanceled insertion order is not received by the closing date, copy run in the preceding issue will be inserted.
5. If more or fewer insertions are used within one calendar year than specified in the order, charges will be adjusted in accordance with established rates.

### Copy

1. The publisher assumes no responsibility for the condition of original advertising copy submitted for publication.
2. Advertising copy should be supplied according to the material specifications for each publication and the Web as outlined in this advertising rate card.
3. If time permits, advertisers will be provided repro proofs for ads set by the publisher. Unless the advertiser returns corrected proof(s) within the period specified, the publisher assumes no responsibility for errors in the final ad. Also, the publisher reserves the right to charge advertisers for corrections or changes.
4. All production costs for creating ads by the publisher will be charged to the advertiser.
5. With the exception of coding changes, there will be a minimum charge of \$25 for copy changes, including deletions.

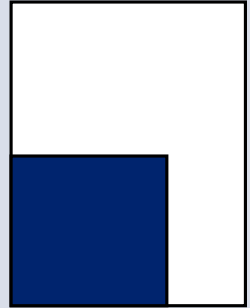
### Terms

1. First-time display advertisers will be required to prepay their first advertising insertion pending credit approval. An application for credit will be forwarded to the advertiser to be completed and returned to APA for processing.
2. A 15% commission on space is allowed to recognized advertising agencies. No cash discount. For in-house agency recognition, contact an advertising sales manager for qualifying guidelines.
3. Payment in full for advertising is due 30 days from date of invoice. Failure by an agency to pay within the time limit will disqualify the agency from the 15% commission. The publisher reserves the right to refuse any new order from delinquent agencies or advertisers.
4. The publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.
5. The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising ordered and published.
6. All international advertising must be prepaid.



**MECHANICAL REQUIREMENTS NON-BLEED**

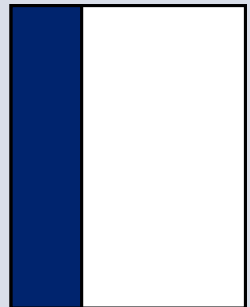
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1/6th Page .....	2-1/8" x 4-1/2"	54 mm x 114 mm



**ONE-THIRD SQUARE**

**MECHANICAL REQUIREMENTS WITH BLEEDS**

<i>Ad Size (width x depth)</i>	<b>Inches</b>	<b>Millimeters</b>
2-Page Spread .....	17" x 11-1/4"	431 mm x 286 mm
Full Page .....	8-5/8" x 11-1/4"	219 mm x 286 mm
1/2 Page Horizontal .....	8-5/8" x 5-1/2"	219 mm x 140 mm
1/2 Page Vertical .....	4-3/8" x 11-1/4"	111 mm x 286 mm



**ONE-THIRD VERTICAL**

**Note:** Live matter must be kept at least 1/4" away from the trim (or within 7-3/4" x 10-1/4" for full page ads).

**PUBLICATION SPECIFICATIONS**

**Printing Process:** Heatset web offset

**Paper Stock:** Cover: 70lb. coated text, Text: 34lb. publication grade coated text

**Binding:** Saddle stitched

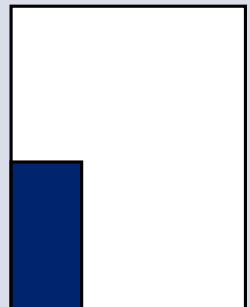
**Line Screen:** 133 line screen

**Trim Size:** 8-1/4" x 10-7/8"

**Live Area:** 7-3/4" x 10-1/4"

**Bleeds:** Bleeds should extend 1/4" outside of magazine trim size

**Ad Creation:** Available for an additional fee



**ONE-SIXTH VERTICAL**

**MATERIAL SPECIFICATIONS**

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.

**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.

**Note:** If these guidelines are not followed, APA cannot be responsible for ad misprints or defects.

**ADVERTISING REPRESENTATIVE**

**gradPSYCH**

**DISPLAY ADVERTISING:**

**Clarence Brown**

*Advertising Sales Manager*

**Phone:** (202) 336-5714

**Fax:** (202) 216-7610

**E-mail:** cbrown@apa.org



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

American Psychological Association  
750 First Street, NE  
Washington, DC 20002-4242  
(202) 336-5567  
[www.apa.org/ads/ratecard](http://www.apa.org/ads/ratecard)