

# 2009 Good Practice Advertising Contract

Consult rate card for 2009 rates and specifications. Confirmation to follow a signed contract.  
Prepayment required of all new advertisers.

## Client Information

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail \_\_\_\_\_ URL \_\_\_\_\_

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

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

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail \_\_\_\_\_ URL \_\_\_\_\_

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

### Online Banner Ads

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

### E-newsletter Banner Ads

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

### Good Practice magazine

- Good Practice* Annual Edition
- Good Practice* Topical Edition

### Color

- 4-Color

### Frequency

- 1x
- 2x

## Billing Costs

Ad Space \_\_\_\_\_ Special Position \_\_\_\_\_

Ad Creation \_\_\_\_\_ Color \_\_\_\_\_

Total \_\_\_\_\_ Discount \_\_\_\_\_

Net \_\_\_\_\_

## Online Advertising

- 120 x 240 Vertical Banner (Rotation)
- 120 x 240 Vertical Banner (Fixed)
- 240 x 400 Vertical Rectangle Banner (Rotation)
- 240 x 400 Vertical Rectangle Banner (Fixed)

Please supply in .gif or .jpg format

## E-newsletter Sponsorship

- Vertical, 120 x 240: Maximum file size, 20k.
- 240 x 400 Vertical Banner: Maximum file size, 30k.

Please supply in .gif or .jpg format.

## Good Practice Annual magazine and Good Practice Topical Editions

- Cover 4
- Cover 2
- Cover 3
- Full Page (7.375" x 9.75")
- 1/2 Horizontal (7.125" x 4.125")
- 1/2 Vertical (3.438" x 8.5")
- 1/4 vertical (3.438" x 4.125")
- Other Special Positioning
- Page 1
- Page 2
- Page 3

## Mail or Fax Order to:

### Clarence Brown

Advertising Sales Manager  
American Psychological Association  
750 First Street, NE  
Washington, DC 20002-4242  
Phone: (202) 336-5714  
Fax: (202) 216-7610  
E-mail: [cbrown@apa.org](mailto:cbrown@apa.org)  
[www.apa.org/ads/ratecard](http://www.apa.org/ads/ratecard)