

2009 Monitor on Psychology 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 # _____	

Ad Information

Issue

- | | |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July/August |
| <input type="checkbox"/> February | <input type="checkbox"/> September |
| <input type="checkbox"/> March | <input type="checkbox"/> October |
| <input type="checkbox"/> April | <input type="checkbox"/> November |
| <input type="checkbox"/> May | <input type="checkbox"/> December |
| <input type="checkbox"/> June | |

Color

- 4-Color
 2-Color
 Black & White

Frequency

- Frequency _____

Billing Costs

Ad Space _____	Special Position _____
Ad Creation _____	Color _____
Total _____	Discount _____
Net _____	

Size-Display (color section)

- 2-Page Spread (bleed)
(17" x 11-1/4")
- 1 Page (bleed)
(8-5/8" x 11-1/4")
- 1/2 Horizontal (bleed)
(8-5/8" x 5-1/2")
- 1/2 Vertical (bleed)
(4-3/8" x 11-1/4")

Special Position

- Cover 4 Page 1
- Cover 2 Page 2
- Cover 3 Page 3
- Full Page
(6-7/8" x 9-1/2")
- 1/2 Horizontal
(6-7/8" x 4-1/2")
- 1/2 Vertical
(3-3/8" x 9-1/2")
- 2 Column Island
(4-1/2" x 6-1/4")
- 1/3 Square
(4-1/2" x 4-1/2")
- 1/3 Vertical
(2-1/8" x 9-1/2")
- 1/6 Page
(2-1/8" x 4-1/2")
- Other Special Positioning

Size-Display Classified (B&W)

(inches) (total inches)

- 1 col (1-5/8") x _____ = _____
- 2 col (3-3/8") x _____ = _____
- 3 col (5-1/8") x _____ = _____
- 4 col (6-7/8") x _____ = _____

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

www.apa.org/ads/ratecard