

2009 Online Advertising Insertion Order

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 # _____

Production Information: _____

URL creative will link to: <http://> _____

Alt text (should not exceed 20 words): _____

Attach creative in e-mail 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 240 Vertical Banner: 20k; 250 x 250 Square Banner: 30K; 160 x 600 Wide Skyscraper: 30k; 240 x 400 Vertical Rectangle: 30K, .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 e-mail any third-party requests to adsubmission@apa.org. Questions: Contact Clarence Brown at 202-336-5714. A confirmation of your order will follow this signed insertion order.

Authorized Signature: _____

Date: _____

X _____

Campaign Details:

Site Placement

Monitor on Psychology
Month _____ Size _____
Fixed/ROS _____ Cost _____

gradPSYCH
Month _____ Size _____
Fixed/ROS _____ Cost _____

PsycCareers
Month _____ Size _____
Fixed/ROS _____ Cost _____

PsycPort
Month _____ Size _____
Fixed/ROS _____ Cost _____

PsycInfo
Month _____ Size _____
Fixed/ROS _____ Cost _____

Convention
Month _____ Size _____
Fixed/ROS _____ Cost _____

Journals
Month _____ Size _____
Fixed/ROS _____ Cost _____

Topics
Month _____ Size _____
Fixed/ROS _____ Cost _____

Students
Month _____ Size _____
Fixed/ROS _____ Cost _____

Practice
Month _____ Size _____
Fixed/ROS _____ Cost _____

All
Month _____ Size _____
Fixed/ROS _____ Cost _____

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