

Monitor on Psychology

Rates and Deadlines

Display Advertising (Editorial Section)

2009 Display Advertising Rates: Black & White

Ad Sizes	1x	3x	6x	11x	22x
1 Page	\$7,280	\$6,950	\$6,735	\$6,440	\$5,990
1/2 Page	4,340	4,135	4,000	3,830	3,565
2 col. island	3,215	3,025	2,935	2,810	2,620
1/3rd Page	2,630	2,475	2,390	2,290	2,140
1/6th Page	2,320	2,185	2,120	2,030	1,895

Premium Positions: Black & White

Ad Sizes	1x	3x	6x	11x	22x
Cover 2	\$9,650	\$9,160	\$8,880	\$8,500	\$7,920
Cover 3	8,580	8,155	7,895	7,545	7,035
Cover 4	9,920	9,435	9,130	8,735	8,135
Page 1	9,385	8,910	8,630	8,250	7,690
Page 2	8,580	8,155	7,895	7,545	7,035
Page 3	8,580	8,155	7,895	7,545	7,035
Opening Spread. (pages 2 and 3)	17,440	16,570	16,040	15,340	14,300

Additional Charges for Preferred Positioning

The additional charge is 15% of the earned rate for guaranteed right-hand page placement within the first one third of the magazine.

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 black and white (B&W) space rate.

Four-color process: \$1,200

PMS or matched colors: \$750 each*

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

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For more information go to: www.apa.org/ads/ratecard

2009 Display Advertising Closing Dates

Reservations are accepted up to one year in advance.

Issue	Reservation Space	Materials Due
January	November 3	November 17
February	November 25	December 12
March	December 29	January 16
April	February 2	February 17
May	March 9	March 16
June	April 3	April 17
July/August (convention issue)	May 18	May 29
September	July 6	July 20
October	August 10	August 24
November	September 11	September 25
December	October 5	October 26

Mechanical Requirements Non-Bleed

Ad Size (width x depth)	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

Mechanical Requirements with Bleeds

Ad Size (width x depth)	Inches	Millimeters
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
Full Page	8-5/8" x 11-1/4"	219 mm x 286 mm
2-Page Spread	17" x 11-1/4"	431 mm x 286 mm

Publication Specifications

Printing Process: Heatset web offset

Paper Stock: Cover: 60lb. coated text, Text: 34lb. publication grade coated text

Binding: Perfect bound

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

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.

For more information go to: www.apa.org/ads/ratecard

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

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

	Front-to-Back	Head-to-Foot	Thickness
Bind-in – minimum	5"	3-1/2"	.007"
Bind-in – maximum	8-1/4"	10-7/8"	.010"
Tip-in – minimum	3-1/2"	5"	.007"
Tip-in – maximum	4-1/2"	6"	.010"

Grind Off (for bind-ins): Allow 3/16" grind off for the spine. Live area should be 1/4" from the trim. 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"

Head Trim: A minimum of 3/16"

Foot Trim: A minimum of 3/16"

Face Trim: A minimum of 3/16"

Grind Off: Allow 3/16" grind off for the spine. 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 two times the earned B&W page rate.

Four-Page Insert Rate(*two pages, front and back*): Standard positioning is priced at four 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.

For a current editorial calendar go to www.apa.org/ads/ratecard.

For more information go to: www.apa.org/ads/ratecard

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