

Reach more than 60,000 Practicing Psychologists

Online: APApractice.org

By Email: *Practice Update E-newsletter*

By Mail: *Good Practice magazine and topical editions*

Our Audience, Your Opportunity

Companies often struggle with how to reach individual practitioners efficiently. We solve that problem by delivering the practice audience to you.

The APA Practice Organization provides unprecedented opportunities to reach a highly targeted audience consisting of 50,000+ practicing psychologists and 13,000 practice-focused graduate students who belong to APA through numerous channels:



APApractice.org The premier website for practitioners that provides high-value information and tools to help them manage and grow their practices and advocate for the profession.

Practice Update e-newsletter This award-winning e-newsletter delivers topical, helpful information to more than 47,000 practitioners every three weeks and serves as a key driver to APApractice.org.

Good Practice Magazine and Topical Editions *Good Practice* keeps practitioners up-to-date and helps them make informed decisions about how to manage, build and grow their practices. The four-color publications are filled with practical articles as evaluating new practice opportunities, managing risk, billing, claims, client resources and more. The magazine is published in the first quarter of each year and is mailed to more than 50,000 practitioners. Two topical editions are mailed in the fall and spring each year.

Bonus! *Good Practice* publications are promoted in the *Practice Update* e-newsletter and featured on APApractice.org. Selected publications are also distributed at APA annual convention.

APA Practice Organization Advertising Rates and Specifications

APApractice.org ADVERTISING

RATES

120 x 60 Button #2 Rotation	\$500
120 x 60 Button #2 Sponsorship (Fixed)	\$650

All prices are net

MATERIAL SPECIFICATIONS

The size of the banner will be identified based on the availability and inventory of that page. The APA Practice Organization offers a Button #2 banner at 120 x 60 pixels. Banner ads may rotate throughout the pages of the site, based on location, or be fixed, sponsored positions. Fixed positions are higher in cost.

Button #2, 120 x 60: Maximum file size, 6k.
Please supply in .gif or .jpg format.

Text link: Up to 60 characters

Alt Text: Up to 20 words

Rich media, Flash, and animation accepted.

When submitting banner advertising, include all files, additional words for rollover images, URL details to click through to, alt text, and any additional production information.

DEADLINES

Flight date is five days from receipt of ad creative.
Send files to cbrown@apa.org.

APApractice.org RESOURCE LISTING

RATES

Premium Resource Listing: \$2,000 per year
(with Logo top of category)
Basic Resource Listing: \$1,000 per year
All prices are net

MATERIAL SPECIFICATIONS

Premium Resource Listing: Organizational logo in .gif or .jpg format, URL, name, address, telephone number, 15-word description.
Basic Resource Listing: Organization name, address, telephone number, and URL.

Practice Update E-NEWSLETTER SPONSORSHIPS

ISSUANCE

Every three weeks.

CIRCULATION

47,000 practitioners and graduate students in psychology

RATES

\$1,000 per issue
All prices are net.

MATERIAL SPECIFICATIONS

Button #2, 120 x 60: Maximum file size, 6k.
Please supply in .gif or .jpg format.

Text link: Up to 60 characters

Alt Text: Up to 20 words

Rich media, Flash, and animation accepted.

When submitting banner advertising for Practice Update, include all files, additional words for rollover images, URL details to click through to, alt text, and any additional production information.

DEADLINES

Flight date is the next available newsletter (or specified newsletter) following receipt of ad creative.
Send files to cbrown@apa.org.

GOOD PRACTICE MAGAZINE and GOOD PRACTICE TOPICAL EDITIONS

ISSUANCE

Good Practice is published annually in the first quarter of the year. *Good Practice* topical editions are published in the fall and spring.

CIRCULATION

60,000 practitioners in psychology

RATES

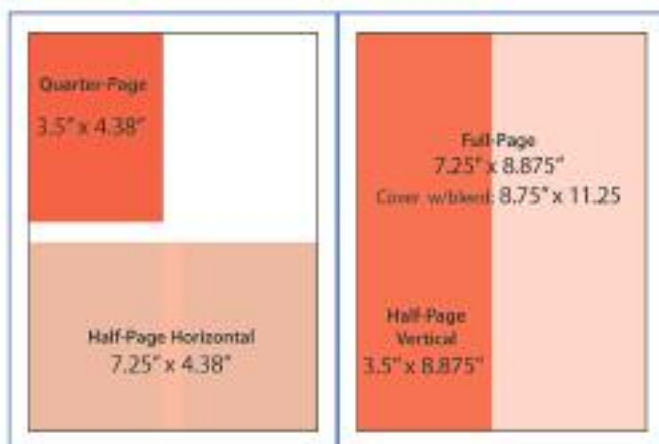
Cover 4:	\$7,000	Full-page:	\$5,000
Cover 3:	\$6,000	Half-page:	\$2,500
Cover 2:	\$6,000	Quarter-Page:	\$1,500

All print advertising is gross. 15% agency commission applies for qualified agencies. All advertising is 4-color at no additional charge.

CLOSING DATES

ISSUE	SPACE RESERVATION	MATERIALS DUE
Good Practice Annual Edition	January 30	February 20
Good Practice Topical Edition	July 15	August 20

AD SIZES (width x depth):



PUBLICATION SPECIFICATIONS

Printing Process:	Full-color, Web-fed
Paper Stock:	White dull coat
Binding:	Saddle-stitched
Line Screens:	150 line screen
Images:	cmky or grayscale @ 300 ppi at full-size
Trim Size:	8.5" x 11"
Live Area:	Ad size. For non-bleed cover ads, live area is 8" x 10.5".
Bleeds:	Bleeds apply to cover ads only. Allow .125" bleed on each side.

GUIDELINES FOR CREATING ADS

Ads must be submitted at the exact size to be printed. Ad creation is available for an additional fee. Support graphics should be Photoshop EPS or TIFF, Illustrator EPS or Freehand EPS files with all type converted to outlines. Ads created on Windows platform files are accepted if saved or exported properly. The correct suffix in the document name is required. We do not accept IBM typefaces. If used, they will be replaced with similar Macintosh typefaces. If other programs must be used they should be saved or exported as a generic EPS with all type converted to paths or curves. Do not stylize type in menu bar. Include all typefaces used in your file along with the ad. Both screen and printer fonts must be sent. (Your ad will not be processed if all fonts are not included.) All images must be CMYK or grayscale. Color scans must be no less than 300 ppi and SWOP standards. Do not embed profiles. Black & white scans must be no less than 300 ppi. Include all linked files when sending your ad. No screens less than 10% should be used.

MATERIAL SPECIFICATIONS

PDF-X/1a, PDF, Postscript, EPS and TIFF files are acceptable. Emailed files must be less than 4 MB, and should be compressed to prevent corruption. All-high resolution images and fonts must be embedded in files. Images must be SWOP (CMYK or grayscale) at 300 dpi. All ads must be created to the exact dimensions of the ad. 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.

**** Send files and insertion orders to cbrown@apa.org.**

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.

COMBINATION DISCOUNTS AND CUSTOMIZED PROGRAMS

Advertisers buying a combination of print and web advertising, or print and E-newsletter advertising are entitled to a 20% discount. For customized marketing programs utilizing a combination of APA Practice Organization products, contact Clarence Brown (202) 336-5714, cbrown@apa.org; or Jodi Ashcraft (202) 336-5565, jashcraft@apa.org.

CONTACT INFORMATION

For Advertising, Contact: Clarence Brown, Advertising Sales Manager
Phone: (202) 336-5714 • Fax: (202) 216-7610
E-mail: cbrown@apa.org or call Jodi Ashcraft at (202) 336-5565.



AMERICAN
PSYCHOLOGICAL
ASSOCIATION
PRACTICE ORGANIZATION

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