

# 2008 *gradPSYCH* Advertising Contract

Consult rate card for 2008 rates and specifications. Confirmation to follow a signed contract. Prepayment required of all new advertisers.

## Client Information

Advertiser _____			Agency/Billing _____		
Contact _____			Contact _____		
Address _____			Address _____		
City _____	State _____	Zip _____	City _____	State _____	Zip _____
Phone _____		Fax _____	Phone _____		Fax _____
Email _____		URL _____	Email _____		URL _____
Authorized Signature _____			Date _____		IO/PO # _____

## Ad Information

### ISSUE

- January
- March
- July/August  
*Monitor on Psychology*  
Special Student Section
- September
- November

### Color

- 4-Color
- 2-Color
- Black & White

### Frequency

- 1x     4x

## Size

### DISPLAY (SECTION I)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> 2-Page Spread (bleed)<br>(17" x 11-1/4")    | <input type="checkbox"/> 1 Page<br>(6-7/8" x 9-1/2")          | <input type="checkbox"/> 1/3 Square<br>(4-1/2" x 4-1/2")   |
| <input type="checkbox"/> 1 Page (bleed)<br>(8-5/8" x 11-1/4")        | <input type="checkbox"/> 1/2 Horizontal<br>(6-7/8" x 4-1/2")  | <input type="checkbox"/> 1/3 Vertical<br>(2-1/8" x 9-1/2") |
| <input type="checkbox"/> 1/2 Horizontal (bleed)<br>(8-5/8" x 5-1/2") | <input type="checkbox"/> 1/2 Vertical<br>(3-3/8" x 9-1/2")    | <input type="checkbox"/> 1/6 Page<br>(2-1/8" x 4-1/2")     |
| <input type="checkbox"/> 1/2 Vertical (bleed)<br>(4-3/8" x 11-1/4")  | <input type="checkbox"/> 2 Column Island<br>(4-1/2" x 6-1/4") |  |

### Special Position

- |                                  |                                  |                                  |  |
|----------------------------------|----------------------------------|----------------------------------|--|
| <input type="checkbox"/> Cover 4 | <input type="checkbox"/> Cover 3 | <input type="checkbox"/> Cover 2 | <input type="checkbox"/> Other Special Positioning |
| <input type="checkbox"/> Page 1  | <input type="checkbox"/> Page 2  | <input type="checkbox"/> Page 3  |  |

## Size

### DISPLAY CLASSIFIED (SECTION II)

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

## Billing Costs

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

## Mail or Fax Order to:

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