

2008 Monitor on Psychology 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
- February
- March
- April
- May
- June
- July/August
- September
- October
- November
- December

Size

DISPLAY (SECTION I)

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

Color

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

Special Position

- | | | | |
|----------------------------------|----------------------------------|----------------------------------|--|
| <input type="checkbox"/> Cover 4 | <input type="checkbox"/> Cover 3 | <input type="checkbox"/> Cover 2 | <input type="checkbox"/> Frequency _____ |
| <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:

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 Fax: (202) 216-7610
 Email: cbrown@apa.org

www.apa.org/ads/ratecard