

# Online Advertising Opportunities

## It's all about interactivity with APA!

**T**oday's savvy marketer knows an online approach is essential. Working with you to achieve the most effective return on investment (ROI), APA delivers true branding and direct-response opportunities. With new opportunities for sponsorship and run-of-site positions (based on availability), you reach targeted users in specific, contextual areas. For example, you can market your distance learning opportunity to students by running a campaign on *gradPSYCH Online* or the *Students Home Page*. Or, reach thousands of decision makers to market a new billing software on the *Monitor on Psychology Online*, the *Journals Page*, or in our daily updated psychology service, *PsycPort.com*. We have the traffic, the audience, the impressions, and, best of all, the ability to target buyers in your target market by zip code, time of day, unique users, or by content!

By expanding or starting your online marketing program, you will benefit from increased:

- Brand awareness
- Site visits
- Acquisitions and leads (or enhanced targeting to users)
- Geo-Targeting (or time of day targeting of your ad)

### APA Properties

APA has selected the following content areas to help your campaign succeed. Use all of the areas or select one or two based on your objective and budget.

- |                         |  |
|-------------------------|--|
| ■ Convention            | <a href="http://apa.org/convention">apa.org/convention</a>   |
| ■ gradPsych             | <a href="http://gradpsych.apags.org">gradpsych.apags.org</a>   |
| ■ Journals              | <a href="http://apa.org/journals">apa.org/journals</a>   |
| ■ Monitor on Psychology | <a href="http://apa.org/monitor">apa.org/monitor</a>   |
| ■ PsycCareers           | <a href="http://psycareers.com">psycareers.com</a>   |
| ■ PsycInfo              | <a href="http://apa.org/psycinfo">apa.org/psycinfo</a>   |
| ■ PsycPort              | <a href="http://psycport.com">psycport.com</a> (Updated daily!)  |
| ■ Topics                | <a href="http://apa.org/topics">apa.org/topics</a> (Twenty different topic pages related to psychology updated monthly!) |
| ■ Students              | <a href="http://apa.org/students">apa.org/students</a>   |

(We add inventory constantly!)

### APA Online Facts

- You are guaranteed a **minimum** of 100,000 impressions per month for your online run of site campaign for placement on one site.
- Average run of site (all content) ad impressions is 250,000.
- The average user visits no fewer than four pages of the APA Web site per visit, and spends at least six minutes per visit.
- The APA Web site generates more than 1,120,000 unique visitors (per Internet Provider Address) and 4 million page views per month.
- Repeat visitors: 93%.
- Average unique visitors per day: 40,000.
- Page views per day: 150,000

Source: Publisher Data, 2005

### Online Advertising Rates

Button #2 (120 x 60) Rotation: \$1,500

Button #2 (120 x 60) Sponsorship (Fixed): \$2,500

Banner (468 x 60) Rotation: \$2,000

Banner (468 x 60) Sponsorship (Fixed): \$3,000

Text Link Sponsorship with a Button #2 or Full Banner: Add \$200

All rates are net. Agencies: No payment for over delivery on cpm campaigns

A blue rectangular box with a white border containing the text "120 x 60" in white.A blue rectangular box with a white border containing the text "468 x 60" in white.

### Ad Sizes and Material Specifications

The size of the banner will be identified based on the availability and inventory of that page. APA offers a standard full banner at 468 x 60 pixels and a Button #2 at 120 x 60 pixels. Banner ads may rotate throughout the pages of the site, based on location or be fixed sponsorship positions. Fixed sponsorship positions are higher in cost. We also offer text links with banners for sponsorships (for additional exposure) for a minimal charge.

- **Button #2 (120 x 60):** Maximum file size, 6k. Please supply in .gif or as JPEG.
- **Full banner (468 x 60):** Maximum file size, 20K. Please supply in .gif or as JPEG.
- **Text link:** Up to 60 characters
- **Alt Text:** Up to 20 words

*Please do not supply animated GIFs, Flash, or rich media.*

The APA adserver is DART. When submitting your information and order, please send to [onlineadvertising@apa.org](mailto:onlineadvertising@apa.org). Include all files, additional images for rollover images, url details to click through to, alt text (maximum of 20 words), and any additional production information. Also include placement information and trafficking, any 3rd party ad tags, ad serving details, and reporting instructions. An online insertion order is available on the APA Web site at [www.apa.org/ads/ratecard](http://www.apa.org/ads/ratecard).

### Discounts

Print advertisers receive a 50% discount on online advertising rates. First-time-only online advertisers who have never advertised in print are entitled to a 20% discount!

### Production Information

Flight date is five days from receipt of ad creative. Send ads to [onlineadvertising@apa.org](mailto:onlineadvertising@apa.org).

### Contact Information

For Online Advertising, Contact: Clarence Brown, Advertising Sales Manager

Phone: (202) 336-5714, Fax: (202) 216-7610, E-mail: [cbrown@apa.org](mailto:cbrown@apa.org)