

Convention Program

The Essential Guide and Reference for the APA Convention

Reach approximately 12,000 convention registrants—including APA members and nonmembers—who attend the APA Annual Convention (San Francisco, CA, August 17–20, 2007). As an advertiser in this highly visible vehicle, you have a unique opportunity to promote your organization’s products or services in the *APA Convention Program*. This essential guide contains a listing of all events and exhibitors at the APA Annual Convention and more. The program is carefully read and retained as an archival document by individuals and libraries. Enhance your presence by advertising in the *APA Convention Program*.

Advertising Rates and Material Specifications

Special Page Positions

Special pages of advertising will separate each day’s events from the next. These special pages are available on a first-come first-served basis to advertisers purchasing a full page or more of space.

2006 Advertising Rates (Black & White)

Special Pages	Rates
6 Consecutive Pages	\$5,495
4 Consecutive Pages	3,995
2-Page Spread	2,195
Full Page	1,295
Regular Pages	Rates
2-Page Spread	\$1,895
Full Page	1,195
1/2 Page	995
Page Facing Cover 3	2,795
Cover 2 (Four-color only)	5,470
Cover 3 (Four-color only)	4,970
Cover 4 (Four-color only)	6,270

Production charges over \$30 will be billed to the advertiser at cost.

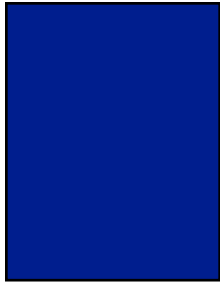
Discounts

Take 25% off the cost of your *APA Convention Program* ad if you advertise a one-sixth page ad or larger in the July/August (convention issue) of *Monitor on Psychology*.

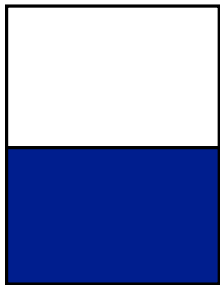
Please Submit All Requests and Materials for *APA Convention Program* Advertising to:

Mona (Martinez) Alcazar
Exhibit Sales Representative
Phone: 202-336-5627
Fax: (202) 216-7610
E-mail: mmartinez@apa.org

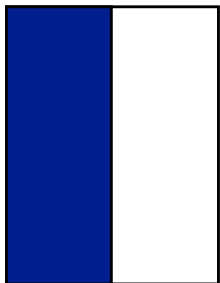
All advertising copy is subject to the publisher’s approval. Prepayment is required for first-time advertisers.



Full Page



Half-Page Horizontal



Half-Page Vertical

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Color

Advertisers placing cover ads must submit a four-color advertisement (color rate included on covers). Color ads in the interior of the *APA Convention Program* are placed in a special color section. Rates for color are as follows:

Black + One PMS Color: B&W rate + \$575

Four-Color Process: B&W rate + \$975

APA reserves the right to match PMS colors. For additional color information, contact an advertising sales manager.

2007 Closing Dates

Issue	Reservation Space	Materials Due
Convention Program	March 21	March 30

Mechanical Requirements

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

Publication Specifications

- Printing Process: Heatset web offset
- Paper Stock: 30lb. premium newsprint
- Binding: Perfect bound
- Line Screen: 100 line screen for B&W; 133 line screen for CMYK
- Trim Size: 8-1/4" x 10-7/8"
- Live Area: 7-3/4" x 10-1/4"
- Bleeds: Should extend 1/4" outside of magazine trim size
- Ad Creation: Available for an additional fee
- Color: Black & White and CMYK

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.

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.

Note: *If these guidelines are not followed, APA cannot be responsible for ad misprints or defects.*