

Online Advertising Opportunities

It's all about interactivity with APA!

Today'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 | apa.org/convention |
| ■ gradPsych | gradpsych.apags.org |
| ■ Journals | apa.org/journals |
| ■ Monitor on Psychology | apa.org/monitor |
| ■ PsycCareers | psycareers.com |
| ■ PsycInfo | apa.org/psycinfo |
| ■ PsycPort | psycport.com (Updated daily!) |
| ■ Topics | apa.org/topics (Twenty different topic pages related to psychology updated monthly!) |
| ■ Students | apa.org/students |

(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



120 x 60



468 x 60

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. 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.

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.

Contact Information

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

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

APA's Desktop Membership Directory

New and Improved Membership Directory!

The *APA Desktop Membership Directory* – a true interactive advertising opportunity—a push and pull message right to the user's desktop!

As APA moves forward to embrace new and advancing technology, one of our primary goals is to provide convenient and powerful member services and information products.

APA is proud to announce the release of the *Member and Affiliate Directory* with basic access free to all 150,000 members, which is easily downloadable right on their PC's desktop. This is the most advanced directory in the organization's history, and contains complete and up-to-date information about APA members and affiliates in an extremely user-friendly format.

The directory has a powerful and robust search capability, enabling users to easily navigate and locate their fellow members within our growing membership population. Greatly improved portability is a key feature of this new directory product. The directory no longer requires the use of a CD Rom or a constant Internet connection, but is instead, downloadable via a link to the Web. Now, the complete APA directory can be downloaded and installed in a computer's memory. The directory is kept up to date through easy to download monthly updates. There is a whole list of features that members can take advantage of with this new directory; from book marking records, to creating notes, to simple and easy to use search functions. Advanced access is also available for a small fee and institutional subscriptions are available.

Annual Advertising Fee

- \$5,000—Price for 2007: 50% discount for annual campaign or \$2,500
- Three to Six Month Campaigns: \$1,000 per month
- Monthly Campaigns: \$1,250 per month
- Stats: 150,000 members actively use
- Click Through Rate On Ads: 1%
- Constant New Registrations and Signups for the directory with accurate member information



1. **Billboard Ad:** (*stand alone ad or w/optional zoom*) 870 pixels wide x 155 pixels high.



2. **Full Page Electronic Print Ad:** (*optional*) 940 pixels wide x 652 pixels high.

Ad Specifications and Sizes

1. **Billboard:** (*stand alone ad or w/optional zoom*) 870 pixels wide x 155 pixels high.
2. **Full Page Electronic Ad:** (*optional*) 940 pixels wide x 652 pixels high.
3. If doing 1 and 2 as your ad campaign, send both creatives with all production information including text to include, any Web site to link to, etc.
4. You do not have to do both a billboard and a full page ad. You can do both or choose the ad size that is right for you.

APA Membership Directory Production Information

Design Guidelines

The best ads use colorful graphics and a minimal number of fonts Ads should not be text heavy or use small font sizes. Fonts smaller than 16 pt. are generally not readable.

If The Ads Are Provided In The Specified Format And Size

Ads should be saved in .jpg format, 72 dpi, RGB. File size should be kept as small as possible without sacrificing quality. Please include directional text for ads containing alt text or ads to be set up with a billboard and a full page electronic ad.

If The Ads Are Not Provided In The Specified Format And Size

We can have your ad designed and/or repurposed using original print ads for a fee of \$175 per hour. Original print ads should be sent in their native format. We accept QuarkXPress, InDesign, Adobe Illustrator & Adobe Photoshop files in PC or Mac format. Files should be sent with all accompanying fonts, images, etc. Illustrator and Photoshop files should not be flattened.

Sending Ads: Ads may be sent via e-mail, ftp, or CD-ROM to:

Clarence Brown
Advertising Sales Manager
APA Membership Directory Advertising
750 First Street, NE
Washington, DC 20002-4242
Phone: (202) 336-5714
Fax: (202) 216-7610
E-mail: cbrown@apa.org