

2007 Online Advertising Insertion Order

Advertiser _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____ URL _____
 Authorized Signature _____

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

Campaign Details:

Site Placement	Month(s)	Size	Fixed/ROS	Cost
<input type="checkbox"/> Monitor				
<input type="checkbox"/> gradPSYCH				
<input type="checkbox"/> PsycCareers				
<input type="checkbox"/> PsycPort				
<input type="checkbox"/> PsycInfo				
<input type="checkbox"/> Convention				
<input type="checkbox"/> Journals				
<input type="checkbox"/> Topics				
<input type="checkbox"/> Students				
<input type="checkbox"/> Practice				
<input type="checkbox"/> All				

Production Information: _____

URL creative will link to: http:// _____

Alt text (should not exceed 20 words): _____

Attach creative in email with any special instructions. All creative will be pre-approved before going live on site. Please allow a minimum of five business days in production before your campaign start date. Maximum file size for 120 x 60 button: 6K; 468 x 60 banner: 20K .gif and JPEG files are preferred. **No animation, Flash, or rich media accepted.** Roll over images for mouse over click throughs should also be submitted and identified as such. Send ad, production instructions, reporting instructions or any third-party requests to adsubmission@apa.org. Questions: Contact Advertising at 202-336-5714. A confirmation of your order will follow this signed insertion order.

Authorized Signature: _____
X _____

Date: _____

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
www.apa.org/ads/ratecard