



An Affiliate of the
American Psychological
Association

PENNSYLVANIA PSYCHOLOGICAL ASSOCIATION

416 Forster Street • Harrisburg, Pennsylvania 17102-1714 • Telephone 717-232-3817 • FAX 717-232-7294

**The Pennsylvania Psychological Association offers your firm avenues
to increase your visibility to psychologists in Pennsylvania.**

WEB SITE: www.papsy.org is the official Web site for the Pennsylvania Psychological Association. Our Web site is viewed by over 3,000 members, non-member psychologists, psychology students, consumers and the media. Your advertising message will be seen repeatedly.

Web site Advertising Rates:

PPA Members:

text only with or without link
\$25/month; \$70 quarter

Non-PPA Members:

text only with or without link, maximum 10 lines
\$45/month; \$120 quarter

Banner Ad on home page with link:

jpg or gif file
\$100/month or \$1,000 annually

Questions concerning Web site advertising rates, procedures and deadlines should be directed to: Iva Brimmer, 717-232-3817 or iva@papsy.org.

NEWSLETTER: *The Pennsylvania Psychologist*, published monthly is the official newsletter of the Pennsylvania Psychological Association. It reaches over 3,000 members, 253 Pennsylvania legislators, all state and provincial psychological associations in the United States and Canada, and related audiences.

Questions concerning newsletter advertising rates, procedures and publication deadlines should be directed to Marti Evans, 717-232-3817 or mevans@papsy.org.

Why miss these opportunities to consistently reach thousands of psychologists in Pennsylvania? You have the limitless potential to solicit new and repeat business with one of the most successful award-winning psychological associations in the country.

The Pennsylvania Psychological Association looks forward to including you among our select group of advertisers.

PENNSYLVANIA PSYCHOLOGICAL ASSOCIATION ADVERTISING RATES AND GUIDELINES

The *Pennsylvania Psychologist* is the official newsletter of the Pennsylvania Psychological Association. The newsletter is published monthly with the exception of the July/August issue and is mailed the first week of each month. You will be invoiced after the issue is printed and mailed.

- **QUARTERLY EDITIONS** (32 pages) are published in March, June, September and December.
- **UPDATES** (12 pages) are published in January, February, April, May, July/August, October and November.

DISPLAY AD SIZES (W x L)		ELECTRONIC RATES PER ISSUE	HARD COPY RATES PER ISSUE	FREQUENCY DISCOUNTS		
				2-3X	4-5X	6-12X
Back Cover	7-1/2" x 7"	\$480	\$550	5%	10%	15%
Inside Cover	7-1/2" x 10"	\$465	\$530	5%	10%	15%
Full Page	7-1/2" x 9-3/4"	\$415	\$495	5%	10%	15%
Half Page	7-1/2" x 4-3/4"	\$235	\$270	5%	10%	15%
Quarter Page	3-1/2" x 4-3/4"	\$125	\$145	5%	10%	15%
Classified		\$.45/word	\$.45/word			

ALL RATES QUOTED ABOVE ARE FOR CAMERA-READY ADVERTISEMENTS IN ELECTRONIC FORMAT OR HARD COPY. An additional 25 percent art service fee will be charged for design and typesetting of non-camera-ready ads. For electronic ads, please include all fonts and graphics. Our printer will accept the following files: PDF, EPS, Quark, PageMaker, Illustrator, InDesign, CorelDraw (9 or earlier).

FREQUENCY DISCOUNTS: Apply only if frequencies are indicated with space reservations.

CLASSIFIED AD RATES: \$.45/word (minimum order is \$30). Classified Ads will be printed approximately 6 words to a line. Job market listings will be published under the Classified Advertising heading. A word is considered to be separated by a space. Acronyms and sets of initials (e.g., "Ph.D.") count as one word. Each word in a set of hyphenated words (e.g. "outside-the-box" or "717-232-3817") counts as one word. **Handwritten classified ads will not be accepted.**

MEMBER DISCOUNTS: PPA members are eligible for a 20% discount on all newsletter advertising.

Questions concerning rates, procedures and publication deadlines should be directed to:

Marti Evans, Conference and Communications Manager, Pennsylvania Psychological Association
416 Forster Street, Harrisburg, PA 17102-1748
phone: 717-232-3817, fax: 717-232-7294, email: mevans@papsy.org

DEMOGRAPHICS OF CIRCULATION (figures rounded)

Circulation 3,300

Licensed Psychologists 2,300
Certified School Psychologists 500
APA Members in PA 2,000

PPA publications also reach all 253 Pennsylvania legislators, all state and provincial psychological associations in the United States and Canada, and related audiences.

COPY AND ADVERTISING DEADLINES

The *Pennsylvania Psychologist* is published monthly. Camera-ready advertisements must be received by the dates listed below unless prior arrangements have been made. Line screen is 133.

<u>ISSUE (PUBLICATION DATE)</u>	<u>SPACE RESERVATION DEADLINE</u>	<u>ARTWORK DUE</u>
September Quarterly (9/1/09)	7/15/09	7/25/09
October Update (10/1/09)	8/15/09	8/25/09
November Update (11/1/09)	9/15/09	9/25/09
December Quarterly (12/1/09)	10/15/09	10/25/09
January Update (1/1/10)	11/15/09	11/25/09
February Update (2/1/10)	12/15/09	12/25/09
March Quarterly (3/1/10)	1/15/10	1/25/10
April Update (4/1/10)	2/15/10	2/25/10
May Update (5/1/10)	3/15/10	3/25/10
June Quarterly (6/1/10)	4/15/10	4/25/10
July/August Update (7/1/10)	5/15/10	5/25/10
September Quarterly (9/1/10)	7/15/10	7/25/10
October Update (10/1/10)	8/15/10	8/25/10
November Update (11/1/10)	9/15/10	9/25/10
December Quarterly (12/1/10)	10/15/10	10/25/10
January Update (1/1/11)	11/15/10	11/25/10
February Update (2/1/11)	12/15/10	12/25/10
March Quarterly (3/1/11)	1/15/11	1/25/10
April Update (4/1/11)	2/15/11	2/25/10
May Update (5/1/11)	3/15/11	3/25/10
June Quarterly (6/1/11)	4/15/11	4/25/10
July/August Update (7/1/11)	5/15/11	5/25/10

The Pennsylvania Psychological Association reserves the right to accept or reject any and all advertising.