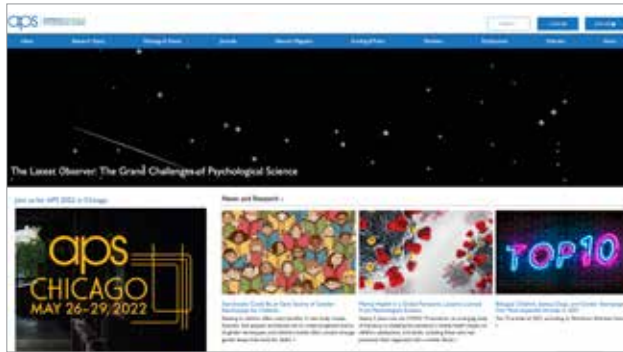


DIGITAL ADVERTISING



APS's website gets more than 12,000+ visitors every day. Get your organization in front of thought leaders in the field by advertising on psychologicalscience.org.

WEBSITE BANNER ADS

Static Webpage Ad	Minimum 800px x 500px	\$995/30 days
Observer Stories Rotating Ad	Minimum width 800px	\$595/30 days

PODCAST ADS

Single Ad, Monthly	\$1450
Single Ad, Monthly*	\$3000
Single Ad, Quarterly	\$5800
Single Ad, Quarterly*	\$7500

*Exclusive Sponsorship

EMAIL BANNER ADS

"Psychological Science Update" Banner Ad	600 px x 150 px	\$595/email
"Observer Digital" Banner Ad	600 px x 150 px	\$595/email
"Science Xpress" Banner Ad	600 px x 150 px	\$595/email

ADVERTISE IN APS JOURNALS

For information about journal advertising visit
www.psychologicalscience.org/advertising/journals.

ADVERTISE AT THE APS CONVENTION

For information about APS 2022 Convention advertising opportunities email aps@sponsorshipboost.com

2022 ADVERTISING

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Agency (if applicable): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

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☐ I have read and agree to all the rules and regulations. Signature: _____

— PRINT INFORMATION —

AD SIZE	1x	3x	6x	SPECIAL POSITIONING	
2-page spread	<input type="checkbox"/> \$4,585	<input type="checkbox"/> \$4,140	<input type="checkbox"/> \$3,470	<input type="checkbox"/> Back cover	\$2,915
Full page	<input type="checkbox"/> \$2,695	<input type="checkbox"/> \$2,425	<input type="checkbox"/> \$2,175	<input type="checkbox"/> Inside front cover	\$2,795
Half page	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$1,745	<input type="checkbox"/> \$1,565	<input type="checkbox"/> Inside back cover	\$2,795
Third page	<input type="checkbox"/> \$1,670	<input type="checkbox"/> \$1,565	<input type="checkbox"/> \$1,345	<input type="checkbox"/> Center spread	+\$600
Quarter page	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,255	<input type="checkbox"/> \$1,125	<input type="checkbox"/> Special request	+\$300

OBSERVER ISSUES

☐ January/February ☐ March/April ☐ May/June ☐ July/August ☐ September/October ☐ November/December

— DIGITAL INFORMATION —

WEBSITE BANNER ADS

- | | |
|---|---------------|
| <input type="checkbox"/> Static Webpage Ad | \$595/30 days |
| <input type="checkbox"/> Observer Rotating Stories Ad | \$595/30 days |

EMAIL ADS

- | | |
|---|-------------|
| <input type="checkbox"/> "Psychological Science Update" Banner Ad | \$595/email |
| <input type="checkbox"/> "Observer Digital" Banner Ad | \$595/email |
| <input type="checkbox"/> "Science Xpress" Banner Ad | \$595/email |

— PODCAST ADS —

- | | | | |
|--|--------|--|--------|
| <input type="checkbox"/> Single Ad, Monthly | \$1450 | <input type="checkbox"/> Single Ad, Quarterly | \$5800 |
| <input type="checkbox"/> Single Ad, Monthly* | \$3000 | <input type="checkbox"/> Single Ad, Quarterly* | \$7500 |

*exclusive sponsorship

To schedule your digital ad campaign, please email aps@sponsorshipboost.com.

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Washington, DC 20036-1218 USA
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aps@sponsorshipboost.com

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TERMS AND CONDITIONS

1. As used in this section titled "Terms and Conditions," the term "publisher" shall refer to APS.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader.
3. Publisher reserves the right to insert the word "advertisement" above or below any copy.
4. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
5. Cancellations by advertisers and/or their agencies must be received by published reservations closing date or advertiser will be held responsible for payment of 50% of total advertisement cost.
6. Advertising in the *Observer Magazine* is commissionable at 10% to recognized agencies, only if paid with 30 days of receipt of invoice.
7. Advertiser or agency will make payment 30 days (Terms Net 30) from the receipt of invoice. Payment must be made in U.S. dollars, U.S. bank only. A service charge of 1.5% per month (equivalent to 18% per year) will be assessed to past due terms.
8. By placing advertising in the *Observer* magazine or psychologicalscience.org, advertisers and advertising agencies accept these terms and conditions.