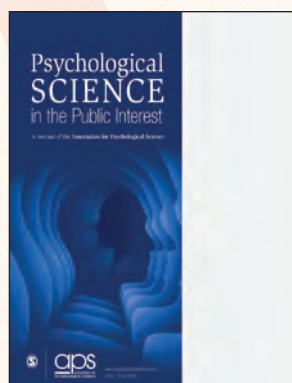


ASSOCIATION FOR PSYCHOLOGICAL SCIENCE



Print Advertising - Online Advertising - Supplements & Other Marketing Opportunities

MEDIA KIT

Effective January 2011



ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

GENERAL INFORMATION

ABOUT THE SOCIETY:

The Association for Psychological Science (APS), founded in 1988, is a non-profit organization dedicated to scientific psychology and its representation at the national level and international level.

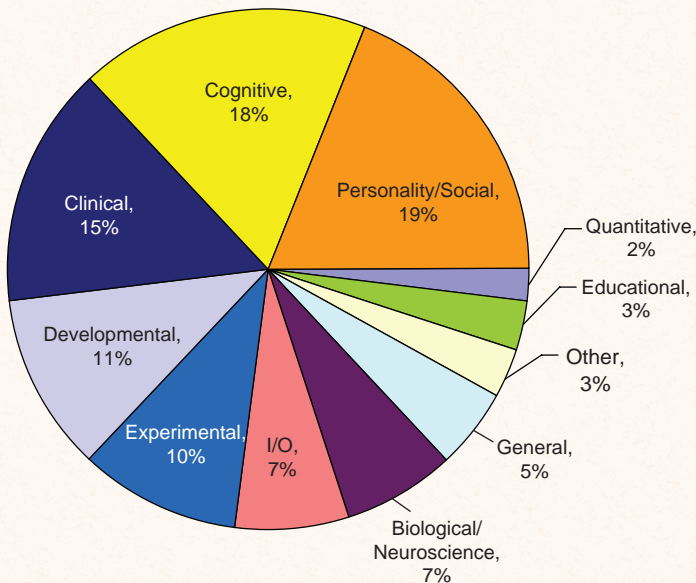
The Association's mission is to promote, protect, and advance the interests of scientifically oriented psychology in research, application, teaching, and the improvement of human welfare.

APS publishes four leading journals: *Psychological Science*, *Current Directions in Psychological Science*, *Perspectives on Psychological Science*, and *Psychological Science in the Public Interest*.

MEMBERSHIP:

APS has approximately 23,000 members and includes the leading psychological scientists and academics, clinicians, researchers, teachers, and administrators.

Members by Major Field



ANNUAL MEETING:

The 23rd Annual Meeting of the Association for Psychological Science will be held on May 25-29, 2011 in Washington, DC.

For more information regarding exhibiting, please visit the conference website: www.psychologicalscience.org/convention

B&W ADVERTISING RATES FOR ALL APS JOURNALS - 2011:

	1x	3x	6x	12x
1 page	\$785	\$750	\$715	\$675
½ page	\$585	\$560	\$530	\$500
¼ page	\$375	\$360	\$340	n/a

Color Rates:

Standard color:.....\$835

Pantone color:.....\$1,045

4 Color:.....\$1,395

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Earned B&W rate + 35%

Inside Back Cover: Earned B&W rate + 25%

Back Cover: Earned B&W rate + 50%

Opposite Table of Contents: Earned B&W rate + 30%

Other Specified Positions: Earned B&W rate + 15%

INSERTS: Contact the publisher for information.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's and association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

PSYCHOLOGICAL SCIENCE



Psychological Science (PSYS), the flagship journal of the Association for Psychological Science, is a leader in the field of psychology, with a citation ranking/impact factor that consistently places it in the top 10 psychology journals worldwide. The journal publishes cutting-edge research articles, short reports, and research reports spanning the entire spectrum of the science of psychology. This journal is the source for the latest findings in cognitive, social, developmental, and health psychology, as well as behavioral neuroscience and biopsychology. *Psychological Science* routinely features studies employing novel research methodologies and the newest, most innovative techniques of analysis.

FREQUENCY: Monthly

CIRCULATION: 9,818 Paid

CLOSING DATES – 2011:

Issue	Space Reservations	Materials Closing	Inserts Due
January	11/15/2010	11/19/2010	11/29/2010
February	12/10/2010	12/15/2010	12/22/2010
March	01/10/2011	01/14/2011	01/21/2011
April	02/18/2011	02/23/2011	03/02/2011
May	03/18/2011	03/23/2011	03/30/2011
June	04/15/2011	04/20/2011	04/27/2011
July	05/18/2011	05/23/2011	05/31/2011
August	06/15/2011	06/20/2011	06/27/2011
September	07/14/2011	07/19/2011	07/26/2011
October	08/17/2011	08/22/2011	08/29/2011
November	09/15/2011	09/20/2011	09/27/2011
December	10/13/2011	10/18/2011	10/25/2011

Impact Factor: 6.648 (5-year average through 2009)

Highest-ranking empirical psychology journal.

CURRENT DIRECTIONS IN PSYCHOLOGICAL SCIENCE



Current Directions in Psychological Science (CDPS) publishes reviews by leading experts covering all of scientific psychology and its applications. Each issue of *Current Directions* features a diverse mix of reports on various topics such as language, memory and cognition, development, the neural basis of behavior and emotions, various aspects of psychopathology, and theory of mind.

These articles allow readers to stay apprised of important developments across subfields beyond their areas of expertise and bodies of research they might not otherwise be aware of. The articles in *Current Directions* are also written to be accessible to non-experts, making them ideally suited for use in the classroom as teaching supplements.

FREQUENCY: 6x/year

CIRCULATION: 9,822 Paid

CLOSING DATES – 2011:

Issue	Space Reservations	Materials Closing	Inserts Due
February	12/09/2010	12/14/2010	12/21/2010
April	02/16/2011	02/22/2011	03/01/2011
June	04/11/2011	04/15/2011	04/22/2011
August	06/13/2011	06/17/2011	06/24/2011
October	08/17/2011	08/22/2011	08/29/2011
December	10/13/2011	10/18/2011	10/25/2011

Impact Factor: 4.605 (5-year average through 2009)

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

PSYCHOLOGICAL SCIENCE IN THE PUBLIC INTEREST



Psychological Science in the Public Interest (PSPI) is a unique journal featuring comprehensive and compelling reviews of issues that are of direct relevance to the general public. These reviews are written by blue ribbon teams of specialists representing a range of viewpoints, and are intended to assess the current state-of-the-science with regard to the topic. Among other things,

PSPI reports have challenged the validity of the Rorschach and other projective tests; have explored how to keep the aging brain sharp; and have documented problems with the current state of clinical psychology. PSPI reports are regularly featured in Scientific American Mind and are typically covered in a variety of other major media outlets.

FREQUENCY: 3x/year

CIRCULATION: 9,818 Paid

CLOSING DATES – 2011:

Issue	Space Reservations	Materials Closing	Inserts Due
January	11/17/2010	11/22/2010	11/29/2010
August	06/15/2011	06/20/2011	06/27/2011
December	10/13/2011	10/18/2011	10/25/2011

PERSPECTIVES ON PSYCHOLOGICAL SCIENCE



Perspectives on Psychological Science (PPS), publishes an eclectic mix of provocative reports and articles, including broad integrative reviews, overviews of research programs, meta-analyses, theoretical statements, book reviews, and articles on topics such as the philosophy of science, opinion pieces about major issues in the field, autobiographical reflections of senior members of the field, and even

occasional humorous essays and sketches. *Perspectives* contains both invited and submitted articles. An article in 2009 investigating correlative analyses commonly used in neuroimaging studies is still reverberating throughout the field, and a recent special issue of *Perspectives*, featuring prominent researchers writing about what they consider to be "The Next Big Questions in Psychology," continues to shape the future trajectory of the discipline.

FREQUENCY: 6x/year

CIRCULATION: 9,686 Paid

CLOSING DATES – 2011:

Issue	Space Reservations	Materials Closing	Inserts Due
January	11/15/2010	11/20/2010	11/27/2010
March	01/10/2011	01/15/2011	01/22/2011
May	03/17/2011	03/22/2011	03/29/2011
July	05/18/2011	05/23/2011	05/31/2011
September	07/14/2011	07/19/2011	07/26/2011
November	09/15/2011	09/20/2011	09/27/2011

Impact Factor: 9.103 (5-year average through 2009)

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

BANNER ADVERTISING ON JOURNAL WEBSITE

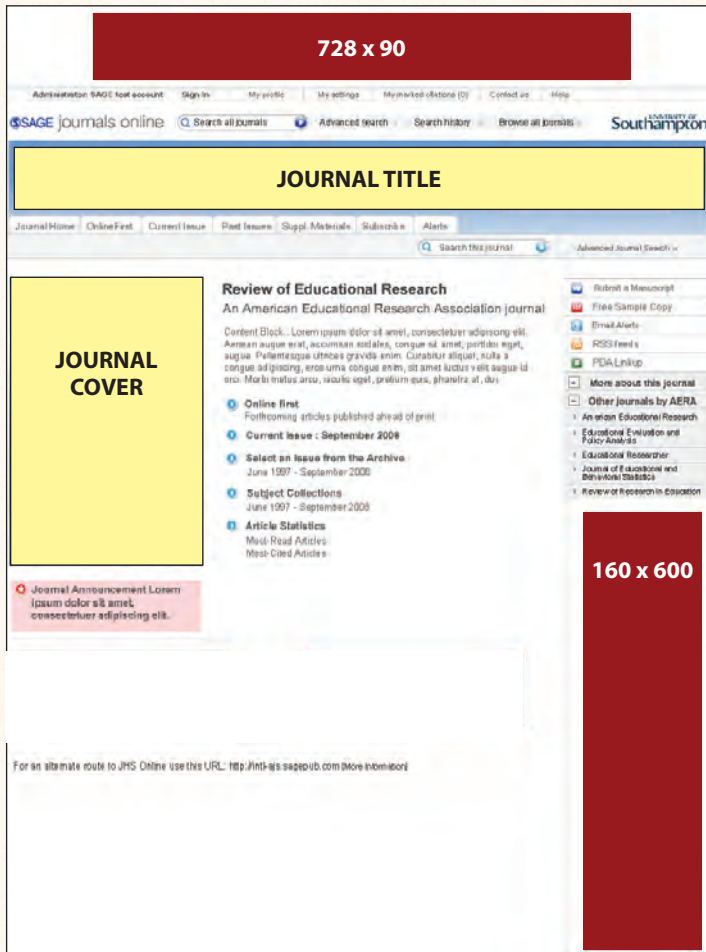
<http://psys.sagepub.com>

<http://cdps.sagepub.com>

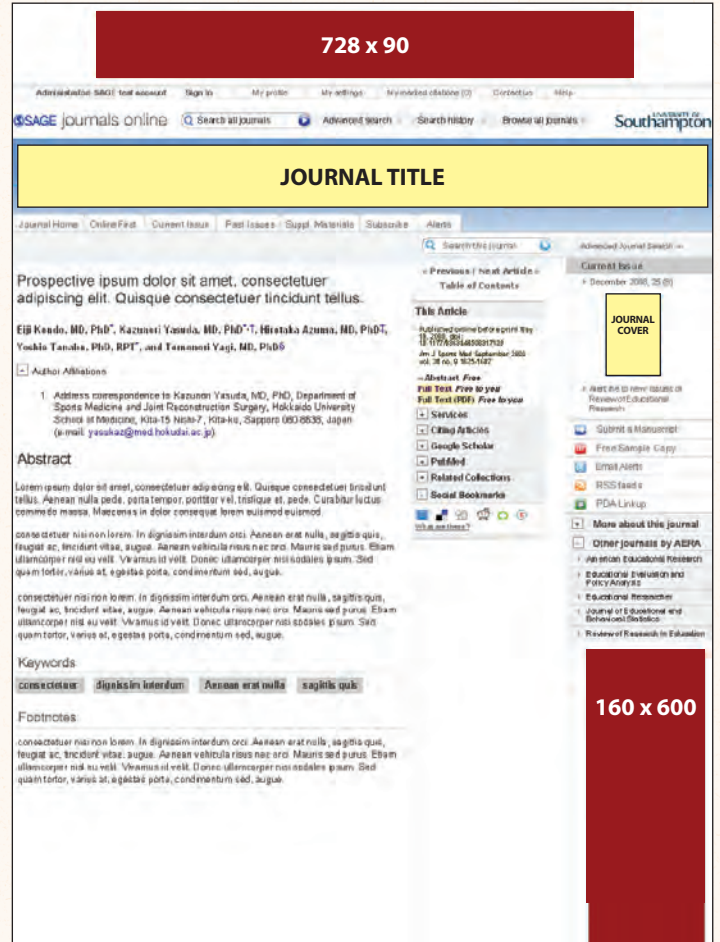
<http://pps.sagepub.com>

<http://pspi.sagepub.com>

HOME PAGE:



INTERNAL PAGES:



Banner Type	Exclusive or Rotating	Location	Size	3 Month Rate		6 Month Rate		12 Month Rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
Banner 1: Leaderboard	Rotate with no more than 2 other banners	Top of home page and top of interior pages	728 x 90	\$1,150	\$2,300	\$2,100	\$4,200	\$4,000	\$8,000
Banner 2: Wide Skyscraper	Rotate with no more than 2 other banners	Right Side of Home page and interior pages	160 X 600	\$925	\$1,850	\$1,700	\$3,400	\$3,200	\$6,400

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites

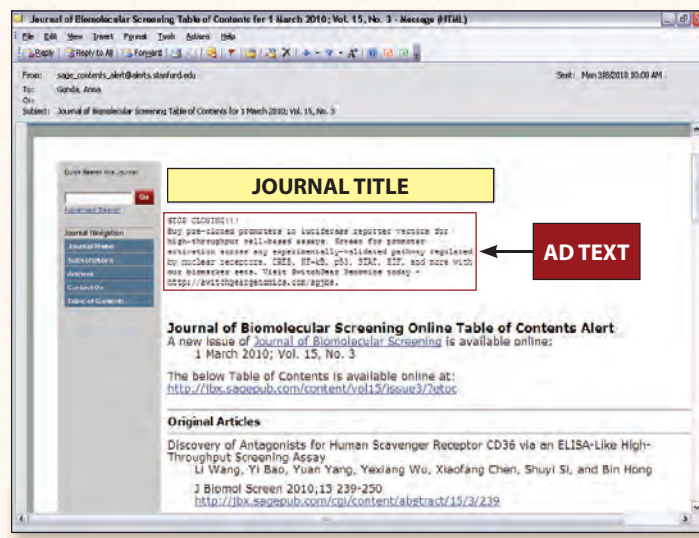
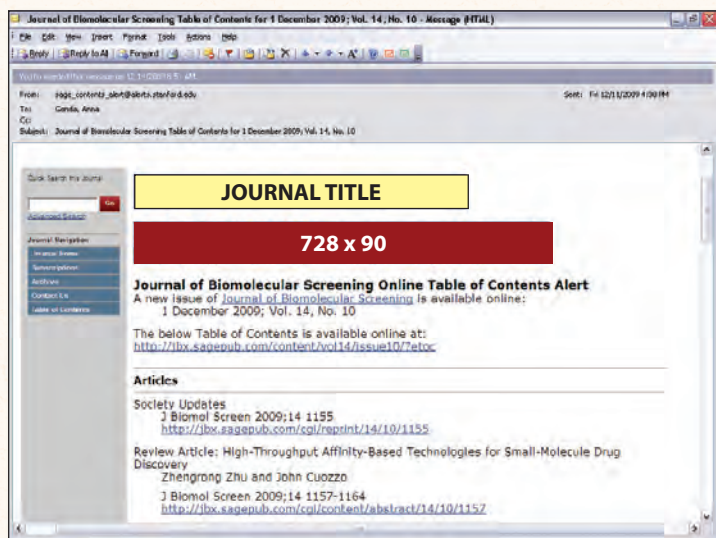
BANNER AD SPECIFICATIONS:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.



e-TOCs	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$750	\$725	\$675	\$650
Text ad	Up to 40 words plus logo	\$850	\$825	\$800	\$775

BANNER AD SPECIFICATIONS FOR E-TOC:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

OTHER MARKETING OPPORTUNITIES

Belly bands / Cover tips: An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by the readers.

Outserts (Product Samples, Brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity - only one advertising outsert permitted per issue!

Reprints: Reprints of articles can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

Supplements: Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

ARTWORK SPECIFICATIONS

FOR ALL JOURNALS:

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 5/8" w x 11 1/8" h
1/2 Page H:	7" w x 4 7/8" h	
1/2 Page V:	3 3/8" w x 10" h	
1/4 Page V:	3 3/8" w x 4 7/8" h	

REQUIREMENTS FOR SUBMISSION

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

ADDRESSES & NUMBERS

FOR ADVERTISING INQUIRIES AND ARTWORK DELIVERY:

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 499-8096
E-mail: advertising@sagepub.com

FOR REPRINT AND SUPPLEMENT INQUIRIES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 499-8096
E-mail: reprint@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Tina Pringle / Pamela Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220