

Advertising OPPORTUNITIES

PPA offers you firm avenues to increase your visibility to thousands of psychologists in Pennsylvania. You have limitless potential to solicit new and repeat business with one of the most successful, award-winning psychological associations in the country.

Founded in 1933, the Pennsylvania Psychological Association (PPA) is the only organization actively working to advocate for public access to psychological services in Pennsylvania.



Advertising Opportunities

The *Pennsylvania Psychologist* is the professional publication of the Pennsylvania Psychological Association. The publication is distributed monthly with the exception of the July/August issue and is available the first week of every month. It reaches over 3,000 members, all state and provincial psychological associations in the United States and Canada, and related audiences.

Be a part of these opportunities to consistently reach thousands of psychologists in Pennsylvania! You have limitless potential to solicit new and repeat business with one of the most successful, award-winning state psychological associations in the country.

Questions concerning newsletter advertising rates, procedures and deadlines should be directed to Kristen Bergmaier, (717) 238-5751 ext. 129 or kristen@thinkgraphtech.com.

Placement and Classified Advertising Options:

Placement ads allow you to maximize your message. Options include everything from a full page ad down to a quarter page as well as classifieds.

Classifieds: Minimum order of \$30 and 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 "717-238-5751") counts as one word. We do not accept handwritten or faxed ads.



Website Advertising Options:

www.papsy.org

The Pennsylvania Psychological Association's official website is www.papsy.org. Our website is viewed by over 3,000 members, non-member psychologists, psychology students, consumers and the media. Your advertising message will be seen repeatedly.

RATES:

PPA Members:

Text only with or without link - beginning at \$25/month

Banner Ad with link - \$195/month

Non-PPA Members:

Text only with or without link - beginning at \$75/month

Banner Ad with link - \$250 per month

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

Demographics of circulation: (rounded)

Circulation

3,300

Licensed Psychologists

2,200

Certified School Psychologists

400

APA Members in PPA

2,000

Advertising Information

2018-2019 Issues & Deadlines

Quarterly Editions (Q)

The quarterly editions are published and mailed to PPA members in March, June, September and December. They're also available as an interactive digital publication on the PPA website.

Monthly Updates (M)

The monthly updates are available on the PPA website as an interactive digital publication in January, February, April, May, July/August, October and November.

Issue	Ad Reservation	Art Due
(M) July/Aug	6/15/18	6/22/18
(Q) Sept	7/30/18	8/6/18
(M) Oct	9/10/18	9/17/18
(M) Nov	10/8/18	10/15/18
(Q) Dec	11/5/18	11/12/18
(M) Jan	12/3/18	12/10/18
(M) Feb	1/7/19	1/14/19
(Q) Mar	2/4/19	2/11/19
(M) Apr	3/4/19	3/11/19
(M) May	4/8/19	4/15/19
(Q) June	5/6/19	5/13/19

Display Ad Sizes & Rates

AD INFORMATION		AD RATES	
Placement	Size	Quarterly	Monthly Update
Inside Cover	7.5"W x 10"H	\$900	\$550
Full Page	7.5"W x 9 3/4"H	\$850	\$500
Half Page	7.5"W x 4 3/4"H	\$550	\$300
Quarter Page	3.5"W x 4 3/4"H	\$350	\$175
Classified (minimum order of \$30)		\$.45/word	\$.45/word

Contact Info & Notes

Contact Kristen Bergmaier at (717) 238-5751 ext. 124 or kristen@thinkgraphtech.com for more information or to reserve ad space.

- ◊ Discounts available.
- ◊ Ads can be designed for a fee.
- ◊ Ads can be emailed to Kristen or uploaded at www.thinkgraphtech.com and clicking on the "Send Us Files" button.
- ◊ The Pennsylvania Psychological Association reserves the right to accept or reject any and all advertising.
- ◊ All advertisers will be invoiced directly from PPA.



For more information about PPA and to learn about sponsorship opportunities, please contact **Ann Marie Frakes** at 717-510-6355 or annmarie@papsy.org

Name (Please Print): _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

PPA Advertising

PLACEMENT ADVERTISING:

Inside Front Cover Full Page Half Page 1/4 Page

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Rate \$ _____ *# of issues _____ = Total:\$ _____