PPA offers your 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 membership organization supporting and advocating for clinical psychologists and the practice of psychology in Pennsylvania.
The Pennsylvania Psychologist is the professional publication of the Pennsylvania Psychological Association (PPA). The publication is distributed monthly with the exception of the July/August combined issue. 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 Joe Beahm, (717) 238-5751 ext. 126 or joe.beahm@thinkgraphtech.com.

**PLACEMENT & 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 $40 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 $40/month
- Banner Ad with link — $249/month

**Non-PPA Members:**
- Text only with or without link — beginning at $75/month
- Banner Ad with link — $349 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
2021-2022 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 a digital publication on the PPA website.

Monthly Updates (M)
The monthly updates are available on the PPA website as digital publication in January/February, April, May, July/August, October and November.

DISPLAY AD SIZES & RATES

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Ad Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover</td>
<td>7.5”W x 10”H</td>
<td>Quarterly $900</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monthly Update $550</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5”W x 9 3/4”H</td>
<td>Quarterly $850</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monthly Update $500</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.5”W x 4 3/4”H</td>
<td>Quarterly $550</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monthly Update $300</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5”W x 4 3/4”H</td>
<td>Quarterly $350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monthly Update $175</td>
</tr>
<tr>
<td>Classified</td>
<td>(minimum order of $40)</td>
<td>$.75/word</td>
</tr>
</tbody>
</table>

CONVENTION ON-SITE PROGRAM ADVERTISING

Placement Size Rate
Full 7.5”W x 10”H $500
Half 7.5”W x 4.75”H $350
Quarter 3.5”W x 4.75”H $200
Deadline
Ad Reservation: 4/1/22
Artwork Due: 4/8/22
File Submissions
To submit ads, please email a 2-color, high-res pdf to joe.beahm@thinkgraphtech.com

CONTACT INFO & NOTES
Contact Joe Beahm at (717) 238-5751 ext. 126 or joe.beahm@thinkgraphtech.com for more information or to reserve ad space.

- Discounts available.
- Ads can be designed for a fee.
- Ads can be emailed to Joe 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 Cover ☐ Full Page ☐ Half Page ☐ 1/4 Page
Rate $ _________ * # of issues ______ = Total: $ _________