

PSI CHI Advertising Contract: *Digest* e-Newsletter

OUR DIGEST

Reach Future Professionals First

With a niche audience of more than 21,000 annual incoming elite* Psi Chi members, our *Digest* e-newsletter allows you to connect with psychology majors and minors, often before they have joined any other professional organization.

Our Unique Mailing List

170,000+ e-mail subscriptions establishes the *Digest* as a gateway to market your products and services. Each month, separate *Digests* are sent to students and faculty, allowing you to select the appropriate audience for your content. Alumni also receive a unique quarterly email.

- 78,000+ undergraduate students
- 4,000+ graduate students
- 1,400+ faculty
- 90,000+ alumni members

Additional Benefit to Your Investment

Archive issues of the *Digest* are on our website temporarily for 6 months to both members and nonmembers alike.

Two Ways to Advertise

You may also choose a 40-word written ad (see examples below). The monthly *Digests* have limited ad space, so please reserve your space at least a month in advance.

The image shows three examples of advertisements for the PSI CHI Digest. The top example is a header for the 'PSI CHI Digest' with the tagline 'The latest news from the PSI CHI Central Office' and social media icons. Below it is an advertisement for 'Psi-Chi-ology Lab' with the headline 'Feed the Monster Your Articles. And Get Published!' and text about a new blog. The middle example is an advertisement for 'Grad School Questions? We Can Help.' with text about a digital eBook. The bottom example is an advertisement for 'M.A. / Ed.S. School Psychology' from Seton Hall University with a 'LEARN MORE >>' button.

The image shows an advertisement for 'Apply Now for Fall 2017!' from California Lutheran University's Graduate School of Psychology. It includes text about accepting applications for Master of Science programs in Counseling Psychology/MFT and Clinical Psychology. Below that is an advertisement for 'Open Stats Lab' from Openstax.com, describing a free resource for teaching introductory statistics.

* cumulative GPA in the top 35% of their class

CLIENT INFORMATION	
Advertiser	
Contact Name	
Address Street or P.O. Box	
City State Zip Country	
Phone (daytime)	E-mail
Submitted by	
Authorized Signature	

Please read our Privacy Policy at <https://www.psichi.org/page/PrivacyPolicy>

DIGEST E-NEWSLETTER			
Target Audience			
<input type="checkbox"/> Students	<input type="checkbox"/> Faculty	<input type="checkbox"/> Alumni (includes graduate students; sent quarterly)	
Issue			
<input type="checkbox"/> 20__ January	<input type="checkbox"/> 20__ February	<input type="checkbox"/> 20__ March	<input type="checkbox"/> 20__ April
<input type="checkbox"/> 20__ May	<input type="checkbox"/> 20__ June	<input type="checkbox"/> 20__ July	<input type="checkbox"/> 20__ August
<input type="checkbox"/> 20__ September	<input type="checkbox"/> 20__ October	<input type="checkbox"/> 20__ November	<input type="checkbox"/> 20__ December
Type of Ad Dimensions Cost per issue			
<input type="checkbox"/> 40-word written ad \$850 per issue		<input type="checkbox"/> Banner ad image \$1,200 per issue	
Price: ____ (number of months) x \$ ____ = \$			

AD SPECIFICATIONS

40-word written ad:

Limited to 40-word description and 30 characters (or less) for the title of your service or product. All messages must be preapproved for content and subject to minor edits for consistency. Please provide an embedded URL link to your webpage.

Banner ad image:

JPEG/PNG format only | 72 dpi resolution | RGB colors
Dimensions: 265 (wide) x 150 (deep) pixels

CONTACT

Submit contract by e-mail to

Susan ILes, Advertising Sales Manger
E-mail: susan.iles@psichi.org
Phone: 423-771-9964

Deadline and billing:

Ads are due a week in advance. Deadlines for *Digest* newsletters vary, so please contact us for the month(s) you would like to advertise. Payments are due 30 days after invoice.

See recent issues of our *Digest* at <http://www.psichi.org/digest>



All advertisements must be scholarly and professional in nature, and Psi Chi reserves the right to reject (or cancel) any ads that are not in the best interest of the Organization or consistent with the Society's mission.

ADV-DIGEST-DG-PT 7-2020)

