

PSI CHI Advertising Contract: *Eye on Psi Chi*

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>

DIGITAL PUBLICATION

Fall _____ Winter _____ Spring _____ Summer _____

Size/Dimensions

<input type="checkbox"/> Full page bleed 8 3/4" x 11 1/4" \$2,400	<input type="checkbox"/> Full page (no bleed) 7" x 8 7/8" \$2,400	<input type="checkbox"/> Half page (horizontal) 7" x 4 1/4" \$1,250	<input type="checkbox"/> Half page (vertical) 3 1/2" x 8 7/8" \$1,250
<input type="checkbox"/> 1/3 page (vertical) 2 1/2" x 8 7/8" \$900	<input type="checkbox"/> 1/3 page (horizontal) 7" x 2 7/8" \$900	<input type="checkbox"/> 1/4 page 3 1/4" x 4 1/4" \$650	<input type="checkbox"/> 1/6 page 2 1/8" x 4 1/4" \$500

Price: \$

AD SPECIFICATIONS

Sizes: Full page (w/o bleed), Half page (horizontal or vertical), Third of a page (horizontal or vertical), Quarter page, and Sixth of a page. See ad dimensions above.

Digital format: PDF, EPS, and TIFF

Resolution: 300 dpi, 1,200 dpi B&W line art

Color: CMYK colors only (No RGB or Pantone colors)

PDF settings: Press quality, embed all fonts

Full Page Bleed: 1/8" inch bleed for full-page bleed ads (no additional charge)

Ask about discounts advertising in all four (Fall, Winter, Spring, and Summer) issues.

OUR EYE MAGAZINE

Reach Future Professionals First

With a niche audience of more than 21,000 annual incoming elite* Psi Chi members, our magazine 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 *Eye* as a gateway to market your products and services. Each quarter, these subscribers receive an engaging, visually friendly e-mail that features articles in the latest magazine issue.

- 82,000+ undergrad and grad students
- 1,400+ faculty
- 90,000+ alumni

Submit this contract by e-mail to

Susan Iles
Advertising Sales
Psi Chi Central Office
E-mail: susan.iles@psichi.org
Phone: 423-771-9964

Billing:

Payment 30 days upon receipt of invoice.

* Cumulative GPA in the top 35% of their class

ONLINE DIGITAL EDITION

All *Eye* issues are permanently free online to both members and nonmembers alike.

DIGITAL PUBLICATION Deadlines (2020–21)

Issue: Fall 2020	Online: August 31, 2020
Ad Closing August 10, 2020	Materials Due August 12, 2020
Issue: Winter 2020	Online: Nov. 20, 2020
Ad Closing October 28, 2020	Materials Due November 4, 2020
Issue: Spring 2021	Online: Jan. 29, 2021
Ad Closing December 21, 2020	Materials Due January 8, 2021
Issue: Summer 2021	Online: March 31, 2021
Ad Closing March 3, 2021	Materials Due March 10, 2021

Notes: production schedules subject to change

Download *Eye on Psi Chi* for FREE at http://www.psichi.org/page/eye_main



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-EYE-DG-PT (7-2020)