

# PSI CHI Advertising Contract: *Digest* e-Newsletter

| 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   |   |  |   |
|---|---|--|---|
| <b>Target Audience</b>  |   |  |   |
| <input type="checkbox"/> Students                             | <input type="checkbox"/> Faculty        | <input type="checkbox"/> Alumni (includes graduate students; sent quarterly) |   |
| <b>Issue</b>  |   |  |   |
| <input type="checkbox"/> 201__ January                        | <input type="checkbox"/> 201__ February | <input type="checkbox"/> 201__ March   | <input type="checkbox"/> 201__ April    |
| <input type="checkbox"/> 201__ May                            | <input type="checkbox"/> 201__ June     | <input type="checkbox"/> 201__ July  | <input type="checkbox"/> 201__ August   |
| <input type="checkbox"/> 201__ September                      | <input type="checkbox"/> 201__ October  | <input type="checkbox"/> 201__ November                                      | <input type="checkbox"/> 201__ December |
| <b>Type of Ad   Dimensions   Cost per issue</b>               |   |  |   |
| <input type="checkbox"/> 40-word written ad   \$850 per issue |   | <input type="checkbox"/> Banner ad image   \$1,200 per issue                 |   |
| <b>Price: ___ (number of months) x \$ ___ = \$</b>            |   |  |   |

## 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.

### 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](mailto:susan.iles@psichi.org)  
Phone: 423-771-9964

### Deadline and billing:

All ads and payment are due 7 days before the start of the first preferred mailing month.

## 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

**175,000+ 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
- 92,000+ 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

The *Digest* will accept up to three display banner ads per issue based on a first-come basis. You may also choose a 40-word written ad (see examples below).

**Feed the Monster Your Articles. And Get Published!**  
Our new blog, *Psi-Chi-ology Lab*, is ready to start eating up 400- to 1,000-word articles—both entertaining and educational—authored by Psi Chi members everywhere! Read our first article [HERE](#).

Better yet, put on a pair of lab goggles and **submit your own articles**. Creativity, humor, and passion are all welcome! One person who submits an article before March 8 will receive a **\$25 Amazon gift card**.

**PUBLICATIONS**

**Grad School Questions? We Can Help.**  
We have just released *An Eye on Graduate School: Guidance Through a Successful Application*. This digital eBook contains the best articles on grad school all in one place. Navigate the seven primary steps that are vital to your acceptance at the graduate program of your choice. Only \$4.99 for Psi Chi members.

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**Apply Now for Fall 2017!**  
California Lutheran University's *Graduate School of Psychology* is still accepting applications for Fall, for their two Master of Science programs: one in Counseling Psychology/MFT, and one in Clinical Psychology. Don't wait another year to elevate your career and make a meaningful impact on the community. **APPLY NOW.**

**Open Stats Lab**  
OpenStatsLab.com is a new, free resource for the teaching of introductory statistics. Unlike the data sets that come included with textbooks, which are sometimes simplistic and uninteresting, OpenStatsLab.com provides real-world data sets from a wide range of fields.

\* cumulative GPA in the top 35% of their class

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 (8-2019)

