

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: \$

PRINT PUBLICATION

Issue

Special Edition 2020 Special Edition 2021

Size/Dimensions

<input type="checkbox"/> Full page bleed 8 3/4" x 11 1/4" \$3,600	<input type="checkbox"/> Full page (no bleed) 7" x 8 7/8" \$3,600	<input type="checkbox"/> Half page (horizontal) 7" x 4 1/4" \$2,000	<input type="checkbox"/> Half page (vertical) 3 1/2" x 8 7/8" \$2,000
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Price: \$

AD SPECIFICATIONS (Digital and Print)—**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

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

175,000+ 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
- 92,000+ alumni

Submit 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 due upon receipt of invoice

ONLINE DIGITAL EDITION

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

DIGITAL PUBLICATION Deadlines (2019–20)

Issue	Ad Closing/ Materials Due	Available Online
Fall 2019	Aug 5 / Aug 12, 2019	Aug. 30, 2019
Winter 2019	Oct 1 / Oct. 11, 2019	Nov. 4, 2019
Spring 2020	Dec 20 / Jan 10, 2020	Jan. 31, 2020
Summer 2020	Mar 2 / Mar 13, 2020	Apr. 3, 2020

Notes: production schedules subject to change

PRINT SPECIAL EDITION

Five copies of the Special Edition print issue are mailed to chapters once a year to display in their psychology departments. In addition, copies are available at our 6 regional conventions and APS.

PRINT PUBLICATION Deadlines (2019–20)

Issue	Ad Closing/ Materials Due	Available on Campus
SE 2020	Dec. 1/Dec. 15, 2019	Jan. 31, 2020
SE 2021	Dec. 1/Dec. 15, 2020	Jan. 31, 2021

Notes: production schedules subject to change

* Cumulative GPA in the top 35% of their class

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 (08-2019)

