

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

177,000+ 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.

- 88,000+ undergraduate students
- 6,000+ graduate students
- 1,400+ faculty
- 81,000+ 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).

The screenshot shows the PSI CHI Digest website interface. At the top, there's a header with the PSI CHI logo and the text 'PSI CHI Digest The latest news from the PSI CHI Central Office'. Below the header, there are several sections: 'Feed the Monster Your Articles. And Get Published!' with a call to action to read an article; 'PUBLICATIONS' section featuring 'Grad School Questions? We Can Help.'; and an 'ADVERTISEMENT' section with two banners. One banner is for 'M.A. / Ed.S. School Psychology' from Seton Hall University, and the other is for 'Earn Your Master of Science in Experimental Psychology' from Northern State University (NSU).

This screenshot shows a 'PARTNERSHIPS/SPONSORS' section. It features an advertisement for 'Apply Now for Fall 2017!' from California Lutheran University's Graduate School of Psychology, which is accepting applications for two Master of Science programs. Below that, there's an advertisement for 'Open Stats Lab' from OpenStax.com, which offers 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/general/custom.asp?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"/> 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
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.

Banner ad image:

JPEG/PNG format only | 72 dpi resolution | RGB colors
Dimensions: 265 (w) x 150 (h) 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:

All ads and payment are due 14 days before the start of the first preferred mailing month.

See recent issues of our *Digest* at <http://www.psichi.org/?page=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 (4-2019)

