

PSI CHI Advertising Contract: Website

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>

WEBSITE (www.psichi.org/Store and www.psichi.org/?page=JoinToday)

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

Price: ___ (number of months) x \$1,500 = \$

The screenshot shows the PSI CHI website interface. The top navigation bar includes links for ABOUT, MEMBER, CHAPTER, CONVENTIONS, AWARDS/GRANTS, PUBLICATIONS/NEWS, STORE, ADMIN, and LOGOUT. The main content area is divided into two columns. The left column features a 'Join Today!' section with a 'Thank you for your interest in joining PSI CHI.' message and a list of requirements for undergraduate students. The right column features a 'Psi Chi Merchandise' section with a 'View All Items In Store' button and a 'Closeout Items are available, make us an offer.' message. There are also advertisements for GEICO and a 'WELCOME' banner for a new member.

PSICHI.ORG

Advertising on **psichi.org** allows you to connect with psychology majors and minors, often before they have joined any other professional organization. With more than three-quarters of a million inducted members, Psi Chi is the world's largest student psychology organization.

Psi Chi members are top performers in their classes who quest for knowledge about the field of psychology and conducting research. During the 2017–18 fiscal year, psichi.org received almost **1.5 million page views**. Top activities include

- joining the psychology honor society,
- purchasing merchandise and graduation regalia,
- applying for awards and grants,
- networking opportunities with like-minded students,
- seeking job opportunities on our career board,
- presenting research at regional conventions, and
- learning about research and fields of psychology.

To maintain a steady flow of traffic year round, the Society regularly encourages members to visit our website through Psi Chi Digest e-mails (177,000+ subscribers), materials provided at regional and national conventions, and our four social media platforms:

- Facebook (22,700+ followers)
- Twitter (5,000+ followers)
- LinkedIn (10,400+ followers)
- Instagram (990+ followers)

AD SPECIFICATIONS

Digital format

JPEG only | 72 dpi Resolution | RGB colors
Dimensions: 180 x 180 pixels

DEADLINE/BILLING

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

CONTACT

Submit contract by e-mail to

Susan Iles

Advertising Sales

Psi Chi Central Office

E-mail: psichieye@psichi.org

Phone: 423-771-9964

See our Store page at www.psichi.org/Store and Join page at www.psichi.org/?page=JoinToday



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.

