ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

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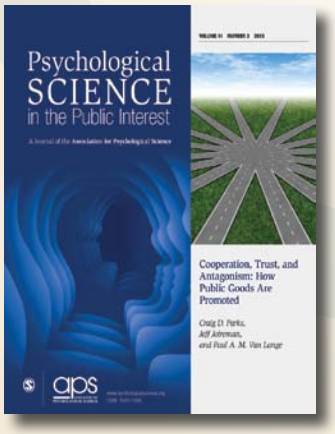
ASSOCIATION FOR
PSYCHOLOGICAL SCIENCE



• Print Advertising • Online Advertising • Mobile Advertising • E-mail Marketing
• Article Reprints • Supplements • Sponsored Subscriptions

MEDIA KIT

Effective January 2014

SAGE

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

PSYCHOLOGICAL SCIENCE

Psychological Science (PSYS), the flagship journal of the Association for Psychological Science, is a leader in the field of psychology, with a citation ranking/impact factor that consistently places it in the top 10 psychology journals worldwide. The journal publishes cutting-edge research articles, short reports, and research reports spanning the entire spectrum of the science of psychology. This journal is the source for the latest findings in cognitive, social, developmental, and health psychology, as well as behavioral neuroscience and biopsychology. *Psychological Science* routinely features studies employing novel research methodologies and the newest, most innovative techniques of analysis.

FREQUENCY: Monthly

PRINT CIRCULATION: 9,000

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x
1 page	$990	$970	$925	$875
½ page	$795	$775	$740	$700
¼ page	$475	$465	$445	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)..... $1,420

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover .....Earned B&W rate + 35%
Inside Back Cover.....Earned B&W rate + 25%
Back Cover.....Earned B&W rate + 50%
Facing Table of Contents .....Earned B&W rate + 30%
Facing First Text Page.....Earned B&W rate + 25%
Other specified positions.....Earned B&W rate + 15%

INSERTS AND OTHER HIGH-IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert – 6 times the earned B&W rate
8 page insert – 8 times the earned B&W rate
Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

2014 DEADLINES

January
Space reservation due: 12/12/14
Materials due: 12/17/14
Inserts due: 12/24/14

February
Space reservation due: 1/12/14
Materials due: 1/17/14
Inserts due: 1/24/14

March
Space reservation due: 2/14/14
Materials due: 2/19/14
Inserts due: 2/26/14

April
Space reservation due: 3/14/14
Materials due: 3/19/14
Inserts due: 3/26/14

May
Space reservation due: 4/11/14
Materials due: 4/16/14
Inserts due: 4/23/14

June
Space reservation due: 5/9/14
Materials due: 5/14/14
Inserts due: 5/21/14

July
Space reservation due: 6/16/14
Materials due: 6/20/14
Inserts due: 6/27/14

August
Space reservation due: 7/11/14
Materials due: 7/16/14
Inserts due: 7/23/14

September
Space reservation due: 8/15/14
Materials due: 8/20/14
Inserts due: 8/27/14

October
Space reservation due: 9/12/14
Materials due: 9/17/14
Inserts due: 9/24/14

November
Space reservation due: 10/10/14
Materials due: 10/15/14
Inserts due: 10/22/14

December
Space reservation due: 11/13/14
Materials due: 11/18/14
Inserts due: 11/25/14

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

CLINICAL PSYCHOLOGICAL SCIENCE

Clinical Psychological Science (CPx) publishes advances in clinical science and provides a venue for cutting-edge research across a wide range of conceptual views, approaches, and topics. The Journal encompasses many core domains that have defined clinical psychology, but also boundary-crossing advances that integrate and make contact with diverse disciplines and that may not easily be found in traditional clinical psychology journals. Among the key topics are research on the underlying mechanisms and etiologies of psychological health and dysfunction; basic and applied work on the diagnosis, assessment, treatment, and prevention of mental illness; service delivery; and promotion of well-being.

FREQUENCY: Quarterly

PRINT CIRCULATION: 15,800

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x
1 page	$990	$970	$925	$875
½ page	$795	$775	$740	$700
¼ page	$475	$465	$445	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above).....$1,420
AGENCY COMMISSION: 15%

CPX 2014 DEADLINES

January

Space reservation due:	11/13/14
Materials due:	11/18/14
Inserts due:	11/25/14

March

Space reservation due:	1/11/14
Materials due:	1/16/14
Inserts due:	1/23/14

May

Space reservation due:	3/19/14
Materials due:	3/24/14
Inserts due:	3/31/14

July

Space reservation due:	5/16/14
Materials due:	5/21/14
Inserts due:	5/28/14

September

Space reservation due:	7/14/14
Materials due:	7/18/14
Inserts due:	7/25/14

November

Space reservation due:	9/15/14
Materials due:	9/11/14
Inserts due:	9/18/14

CURRENT DIRECTIONS IN PSYCHOLOGICAL SCIENCE

Current Directions in Psychological Science (CDPS) publishes reviews by leading experts covering all of scientific psychology and its applications. Each issue of Current Directions features a diverse mix of reports on various topics such as language, memory and cognition, development, the neural basis of behavior and emotions, various aspects of psychopathology, and theory of mind. These articles allow readers to stay apprised of important developments across subfields beyond their areas of expertise and bodies of research they might not otherwise be aware of. The articles in Current Directions are also written to be accessible to non-experts, making them ideally suited for use in the classroom as teaching supplements.

FREQUENCY: Quarterly

PRINT CIRCULATION: 3,160 Paid

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x
1 page	$990	$970	$925	$875
½ page	$795	$775	$740	$700
¼ page	$475	$465	$445	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above).....$1,420
AGENCY COMMISSION: 15%

CDPS 2014 DEADLINES

February

Space reservation due:	12/26/14
Materials due:	12/31/14
Inserts due:	1/7/15

April

Space reservation due:	2/28/14
Materials due:	3/5/14
Inserts due:	3/12/14

June

Space reservation due:	5/1/14
Materials due:	5/6/14
Inserts due:	5/13/14

August

Space reservation due:	6/27/14
Materials due:	7/2/14
Inserts due:	7/9/14

October

Space reservation due:	8/29/14
Materials due:	9/3/14
Inserts due:	9/10/14

December

Space reservation due:	10/31/14
Materials due:	11/5/14
Inserts due:	11/12/14

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

PERSPECTIVES IN PSYCHOLOGICAL SCIENCE

Perspectives on Psychological Science (PPS) publishes an eclectic mix of provocative reports and articles, including broad integrative reviews, overviews of research programs, meta-analyses, theoretical statements, book reviews, and articles on topics such as the philosophy of science, opinion pieces about major issues in the field, autobiographical reflections of senior members of the field, and even occasional humorous essays and sketches. Perspectives contains both invited and submitted articles. An article in 2009 investigating correlative analyses commonly used in neuroimaging studies is still reverberating throughout the field, and a recent special issue of Perspectives, featuring prominent researchers writing about what they consider to be "The Next Big Questions in Psychology," continues to shape the future trajectory of the discipline.

FREQUENCY: 6x/year

PRINT CIRCULATION: 7,000

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x
1 page	$990	$970	$925	$875
½ page	$795	$775	$740	$700
¼ page	$475	$465	$445	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above).....$1,420

AGENCY COMMISSION: 15%

PPS 2014 DEADLINES

January

Space reservation due:	12/12/14
Materials due:	12/17/14
Inserts due:	12/24/14

March

Space reservation due:	1/29/14
Materials due:	2/3/14
Inserts due:	2/10/14

May

Space reservation due:	3/28/14
Materials due:	4/2/14
Inserts due:	4/9/14

July

Space reservation due:	5/29/14
Materials due:	6/3/14
Inserts due:	6/10/14

September

Space reservation due:	7/28/14
Materials due:	8/1/14
Inserts due:	8/8/14

November

Space reservation due:	9/26/14
Materials due:	10/1/14
Inserts due:	10/8/14

PSYCHOLOGICAL SCIENCE IN THE PUBLIC INTEREST

Psychological Science in the Public Interest (PSPI) is a unique journal featuring comprehensive and compelling reviews of issues that are of direct relevance to the general public. These reviews are written by blue ribbon teams of specialists representing a range of viewpoints and are intended to assess the current state-of-the-science with regard to the topic. Among other things, *PSPI* reports have challenged the validity of the Rorschach and other projective tests; have explored how to keep the aging brain sharp; and have documented problems with the current state of clinical psychology. *PSPI* reports are regularly featured in *Scientific American Mind* and are typically covered in a variety of other major media outlets.

FREQUENCY: 3x/year

PRINT CIRCULATION: 6,200

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x
1 page	$990	$970	$925	$875
½ page	$795	$775	$740	$700
¼ page	$475	$465	$445	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above).....$1,420

AGENCY COMMISSION: 15%

PSPI 2014 DEADLINES

March

Space reservation due:	2/20/14
Materials due:	2/25/14
Inserts due:	3/4/14

August

Space reservation due:	6/23/14
Materials due:	6/27/14
Inserts due:	7/4/14

December

Space reservation due:	10/24/14
Materials due:	10/29/14
Inserts due:	11/5/14

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%
Inside Back Cover	Earned B&W rate + 25%
Back Cover	Earned B&W rate + 50%
Facing Table of Contents	Earned B&W rate + 30%
Facing First Text Page	Earned B&W rate + 25%
Other specified positions	Earned B&W rate + 15%

INSERTS AND OTHER HIGH-IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert – 6 times the earned B&W rate
8 page insert – 8 times the earned B&W rate
Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

DIGITAL OFFERINGS

JOURNAL WEBSITES:

PSYCHOLOGICAL SCIENCE
http://pss.sagepub.com

CLINICAL PSYCHOLOGICAL SCIENCE
http://cpx.sagepub.com

CURRENT DIRECTIONS IN PSYCHOLOGICAL SCIENCE
http://cdps.sagepub.com

PERSPECTIVES ON PSYCHOLOGICAL SCIENCE
http://pps.sagepub.com

PSYCHOLOGICAL SCIENCE IN THE PUBLIC INTEREST
http://pspi.sagepub.com

HOME PAGE:

INTERNAL PAGES:

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....$50 CPM
- Skyscraper (160 x 600).....$50 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

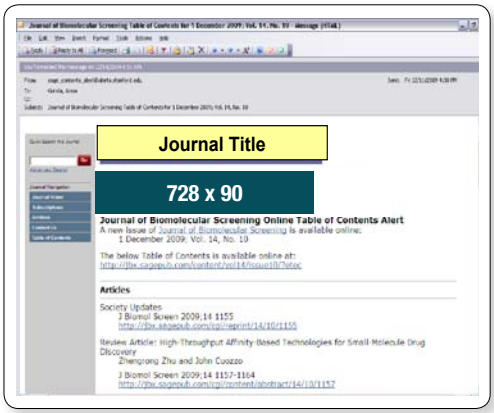
E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	$1,250	$1,150	$1,000	$850

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.



BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

GENERAL INFORMATION

PUBLISHER:
SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320, Phone: (805) 499-0721, Fax: (805) 410-7009

SOCIETY AFFILIATION:
Association for Psychological Science (APS)

ABOUT APS:
The Association for Psychological Science (APS), founded in 1988, is a non-profit international organization dedicated to scientific psychology. The Association's mission is to promote, protect, and advance the interests of scientifically oriented psychology in research, application, teaching, and the improvement of human welfare.
APS publishes four leading journals:

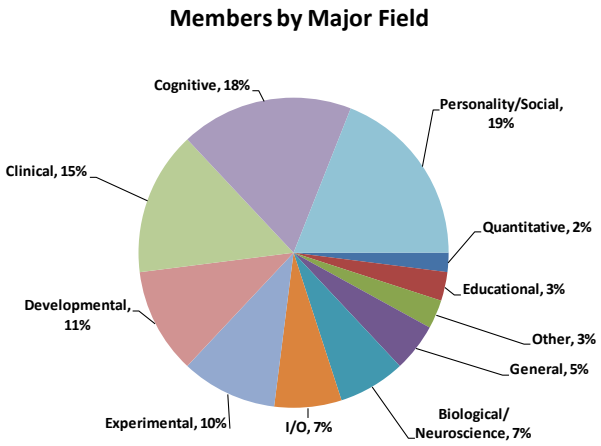
- **Psychological Science**

Impact Factor: 6.299, 5-year average through 2012

- **Current Directions in Psychological Science**

Impact Factor: 5.537, 5-year average through 2012

- **Perspectives on Psychological Science**
- **Psychological Science in the Public Interest**
- **Clinical Psychological Science**



MEMBERSHIP:
APS has approximately 23,000 members and includes the leading psychological scientists and academics, clinicians, researchers, teachers, and administrators.

ANNUAL MEETING:

The Annual Meeting of the Association for Psychological Science will be held on May 22-25, 2014 in San Francisco, CA USA.

For more information regarding exhibiting, please visit the conference website: www.psychologicalscience.org/convention

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:
All advertising is subject to the publisher's and AERA's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

ADVERTISING OPPORTUNITIES WITH

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

ARTWORK SPECIFICATIONS

FOR ALL TITLES:

Trim Size: 8 3/8" x 10 7/8"

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 5/8" w x 11 1/8" h
½ page horizontal:	7" w x 4 7/8" h	
½ page vertical:	3 3/8" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:
Final size of all BRCs must be 4 ¼" h x 6" w.
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR ALL ADVERTISING INQUIRIES:
Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7395
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

FOR ARTWORK DELIVERY:
Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: 603-643-2220 x 234

FOR REPRINT AND SUPPLEMENT SALES:
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com