

[illegible][illegible]A collage of diverse people smiling and interacting, with the APA logo and the text "Moving the field of psychology forward". The collage features several individuals of different ages and ethnicities in various settings, all appearing positive and engaged. The APA logo is prominently displayed in the center, and the tagline is at the bottom. The text "MEDIA KIT 2027" is also visible on the right side.

APA

MEDIA KIT  
2027

*Moving the field of psychology forward*

## OUR MISSION

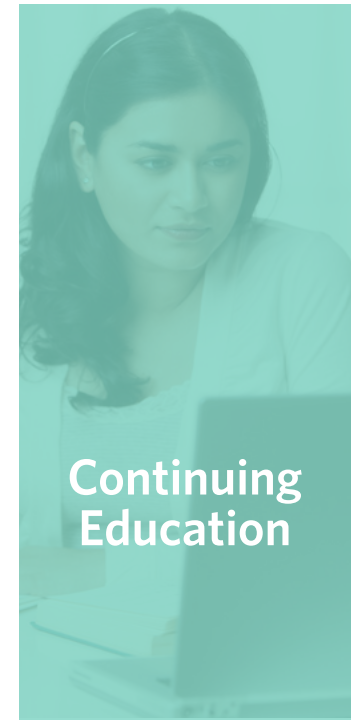
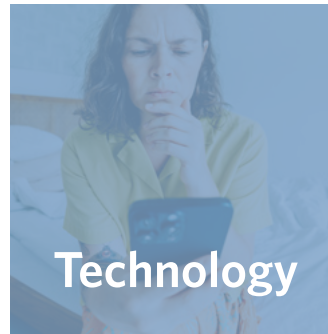
# Advancing Psychology to Benefit Society and Improve Lives

The American Psychological Association's members are the largest group of psychologists in the world, and they all share one vision of moving the psychology field forward. Here at the APA, we work hard to provide them with the resources and support they need to thrive in their long and productive careers.

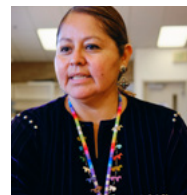
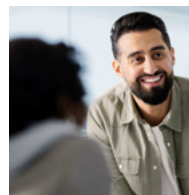
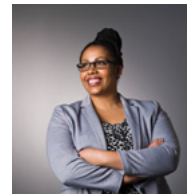
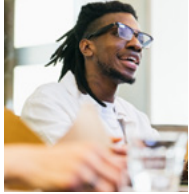
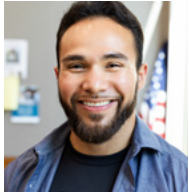
## AUDIENCE

# What Do APA Members Want?

From practice management tools and technology, to education and training opportunities and solutions for our science-based audience, APA members want resources and tools to help them learn, grow, and thrive.





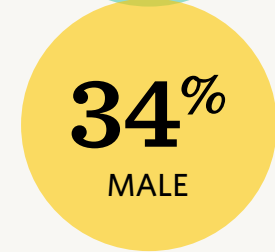
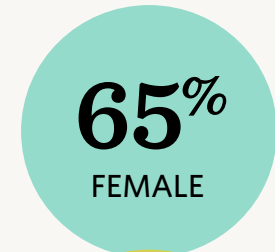


## AUDIENCE

# Member Snapshot

We have 190,000+ APA members and supporters\* from all areas of the psychology landscape. They are practitioners, scientists, researchers, educators, consultants, and students.

*\*As of December 31, 2025*



**53%** CLINICAL PSYCHOLOGY

**16%** COUNSELING PSYCHOLOGY

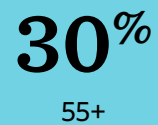
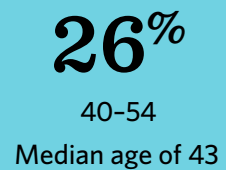
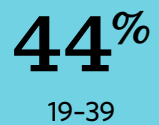
**5%** SCHOOL PSYCHOLOGY

**4%** GENERAL PSYCHOLOGY

**4%** I/O PSYCHOLOGY



*Age*



*Career and Education*



53,000+ student members





# CONTENTS

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# Exposure. Opportunity. Results.

Get wide exposure to an audience who listens.  
Realize the power of engaging psychologists  
through channels that only APA can provide and  
find your next customer.



## All Members

## Practitioners

## Scientists

## Students/ Early Career

Monitor on Psychology magazine

Member Update E-Newsletter

Monitor Digital Email

Recruitment Advertising

Six Things Psychologists are  
Talking About E-Newsletter

E-Booklets

Paid Topical Webinars and Content

Strategic Alliance Program

Member Advantage Program

Practice Update E-Newsletter

Recruitment Advertising

Custom Targeted Campaigns  
through the Strategic Alliance  
Program

APA.org: Practitioner Targeted  
Banner Advertising

PsycAlerts: Practitioner Targeted  
Banner Advertising

E-Booklets: Practitioner Targeted

Paid Topical Webinars and Content:  
Practitioner Targeted

Science Spotlight E-Newsletter

Recruitment Advertising

Custom Targeted Campaigns  
through the Strategic Alliance  
Program

APA.org: Science/Research  
Targeted Banner Advertising

PsycAlerts: Science/Research  
Targeted Banner Advertising

Recruitment Advertising

PsycAlerts

Custom Targeted Campaigns  
through the Strategic Alliance  
Program

APA.org: Student/Early Career  
Targeted Banner Advertising

APA has been  
recognized as a **Tier 1  
association** in the Young  
Professional Membership  
Index (YPMI).



# Monitor on Psychology

Our award-winning flagship magazine. Trusted content. Rated most valuable member benefit. A must-read.

*Special Issues:* January 2027: 10<sup>th</sup> Annual "Trends in Psychology" issue; July/August 2027: Bonus distribution issue at APA 2027.



Winner of the **Grand Award** in the 2025 APEX Awards for Publication Excellence for the Annual "Trends in Psychology" Issue

**60,000+**  
print readers

Named the **best association magazine** in the country—Association Media & Publishing, 2022 Excel Awards

**167,000+**  
digital edition readers

Winner of two **Awards of Excellence** from APEX in 2025 for the March 2024 and Nov/Dec 2024 Issues

Awarded **Silver** in the Best Single Issue category for the March 2024 issue at the 2025 Tabbie Awards

Display advertising available for **recruitment print ads** (see page 20)



# Banner Advertising – *APA.org*

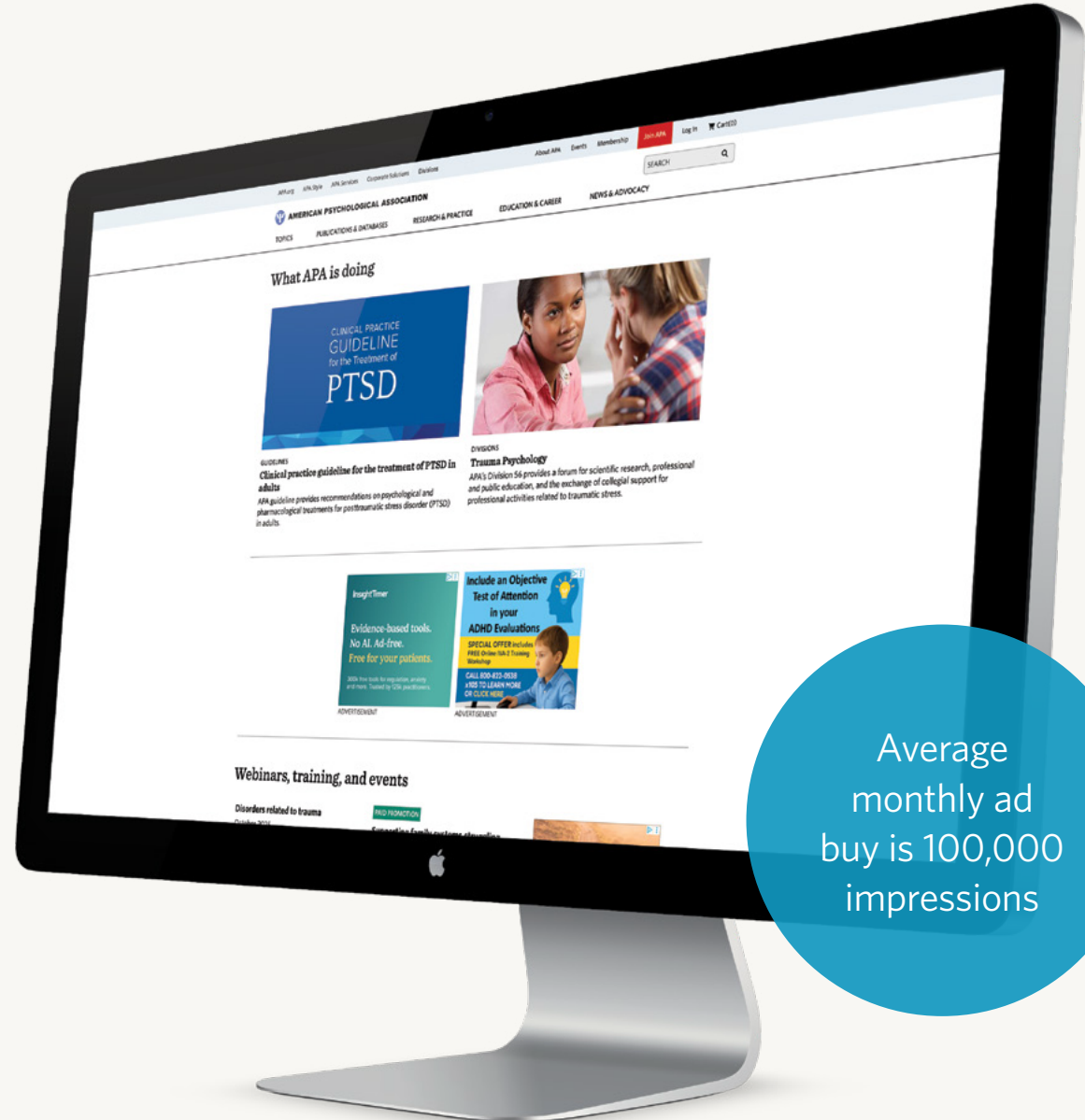
Amplify your reach. APA.org  
is the best digital choice in the  
psychology market.

## IT'S A POWER TOOL

**29 MILLION** UNIQUE USERS EACH YEAR

**4 MILLION** UNIQUE PAGE VIEWS PER MONTH

**51 MILLION** UNIQUE PAGE VIEWS PER YEAR



# E-Newsletters

Engage APA members regularly through banner advertising in all E-Newsletters or a Product Spotlight content block exclusively offered in the Practice Update E-Newsletter. These channels provide thoughtfully curated content to an exclusive audience.

View sample [E-Newsletters](#).



## SIX THINGS PSYCHOLOGISTS ARE TALKING ABOUT

*Hot news in the psychology field*

**24**

ISSUES PER YEAR

**145,000<sup>+</sup>**

AVERAGE CIRCULATION

**46%**

AVERAGE OPEN RATE

## MEMBER UPDATE

*Fresh content for all members*

**22**

ISSUES PER YEAR

**110,000<sup>+</sup>**

AVERAGE CIRCULATION

**45%**

AVERAGE OPEN RATE

## PRACTICE UPDATE

*The latest news and trends for psychologists who provide health and mental health services*

**52**

ISSUES PER YEAR

**86,000<sup>+</sup>**

AVERAGE CIRCULATION

**43%**

AVERAGE OPEN RATE

## SCIENCE SPOTLIGHT

*Highlights for the psychological science community*

**20**

ISSUES PER YEAR

**57,000<sup>+</sup>**

AVERAGE CIRCULATION

**38%**

AVERAGE OPEN RATE

The accuracy of email open rates may be impacted by Apple's privacy changes and their Mail Privacy Protection (MPP) feature, and this should be considered as you interpret open rate data.





## E-Blasts

Amplify your message to the psychology community through banner advertising in our E-Blasts. These channels announce to subscribers that new digital content is now ready for viewing.

View sample [E-Blasts](#).

The accuracy of email open rates may be impacted by Apple's privacy changes and their Mail Privacy Protection (MPP) feature, and this should be considered as you interpret open rate data.

### MONITOR DIGITAL EMAIL ALERT

8 ISSUES PER YEAR

167,000+ CIRCULATION

43% AVERAGE OPEN RATE

### AMERICAN PSYCHOLOGIST DIGITAL EMAIL ALERT

9 ISSUES PER YEAR

155,000+ CIRCULATION

44% AVERAGE OPEN RATE

### APA PSYCALERTS™

ALERT BLASTS FOR TABLE OF CONTENTS AND ONLINE FIRST PUBLICATION ARTICLES FOR 90+ JOURNALS

3.4M+ UNIQUE OPENS

29% AVERAGE OPEN RATE

175,000+ UNIQUE CLICKS PER YEAR



“Best Podcast”  
gold level winner,  
Association Media &  
Publishing Network,  
2021 Excel Awards

## ***Speaking of Psychology Podcast***

Reach a consumer audience interested in psychology through the power of podcast advertising. *Speaking of Psychology* was selected by MillionPodcasts as one of the Top 100 Psychology Podcasts, Top 70 Clinical Psychology Podcasts and Top 70 Behavioral Health Podcasts.

### HIGHLIGHTS

**TOP 40** IN ALL SCIENCE PODCASTS

**OVER 4.5** STARS ON SPOTIFY AND APPLE PODCASTS

**25M+** DOWNLOADS SINCE 2018

**2.7M+** DOWNLOADS IN 2025

**225K+** TOTAL EPISODE DOWNLOADS PER MONTH

**25K** AVERAGE DOWNLOADS PER EPISODE

**35K+** TOTAL YOUTUBE VIEWS PER MONTH

**8K** AVERAGE YOUTUBE VIEWS PER EPISODE

### CONSUMER AUDIENCE DEMOGRAPHICS

**65%** ARE FEMALE

**80%** ARE UNDER AGE 45

**41%** HAVE A BACHELOR'S DEGREE OR HIGHER IN PSYCHOLOGY

**15%** HAVE A MASTERS DEGREE IN PSYCHOLOGY

**8%** HAVE A DOCTORAL DEGREE IN PSYCHOLOGY

**73%** SUBSCRIBE TO THE PODCAST

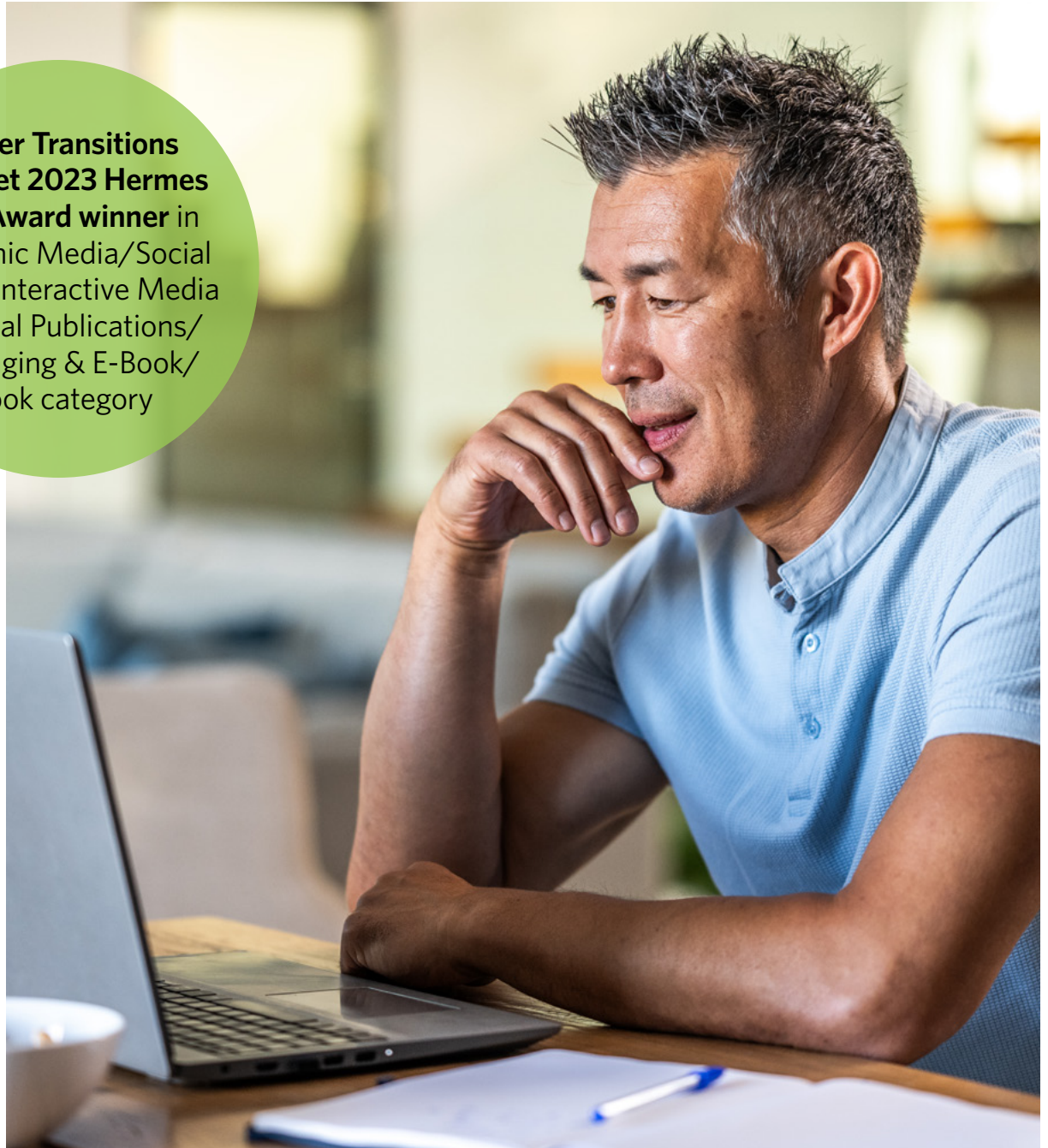
## E-Booklets

Advertising opportunities available throughout our topical E-Booklets. Distributed digitally using a multi-channel approach with an average reach of 300,000+, including current, former, and prospective APA members.

Guaranteed leads report provided to all advertisers with names and email addresses of readers who opt-in.

View sample pages from the [Trends E-Booklet](#).

**Career Transitions  
eBooklet 2023 Hermes  
Gold Award winner** in  
Electronic Media/Social  
Media/Interactive Media  
& Digital Publications/  
Messaging & E-Book/  
iBook category





## Paid Topical Webinars and Content

Elevate your educational thought leadership content, raise your company profile within the psychology field, and generate lead-to-business conversions through our custom opportunities.

Topics must be educational in nature and not salesy or product-focused. Some paid topical webinars may qualify for CE with an additional cost.

Guaranteed leads report including names and email addresses of those who opt-in





# APA 2027 San Francisco, CA & Virtual August 12-14

An unparalleled opportunity to engage 8,000+ psychology professionals from around the globe.

## BUILD CONNECTIONS

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APA 2027 SOLUTIONS CENTER EXHIBIT SPACE

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APA 2027 SPONSORSHIPS

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APA 2027 ADVERTISING

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APA 2027 THOUGHT LEADERSHIP



# Specialty Conferences

Bringing together top minds to drive the psychology field forward.



## FLOURISH

September 3-5, 2026 | Napa Valley, CA

Flourish Summit is a first-of-its-kind executive leadership experience. It translates psychological research into practical frameworks that leaders can apply immediately.



## INSIDE THE LAB

October 14-15, 2026 | Austin, TX

Inside the Lab is where psychology meets breakthrough technology. This high-impact, invitation-only working event convenes the leaders shaping digital mental and behavioral health: founders, psychologists, investors, health systems, payers, and policy-makers committed to ethical innovation.



## PSLC

February 4-6, 2027 | Washington, DC

Practice & State, Provincial, and Territorial Psychological Association (SPTA) Leaders Conference (PSLC) is the premier event for APA and SPTA leaders to co-create transformational impact for the psychology profession and critical societal issues.



# Strategic Alliance Program

Become an APA Corporate Supporter and achieve a deeper, more targeted level of engagement with our members.

## PROGRAM OPPORTUNITIES

EXCLUSIVE COMMUNICATION CHANNELS

CUSTOM CAMPAIGN INTEGRATION

BRAND VISIBILITY

TARGETED MEMBER ENGAGEMENT

BUSINESS INTELLIGENCE



Amplify your brand with  
integrated campaigns,  
unique opportunities,  
and more

# Member Advantage Program

Develop deeper member engagement through the APA Member Advantage Program. In exchange for providing a benefit unique to APA members, participants gain access to publicly unavailable member marketing channels.

## PROGRAM OPPORTUNITIES

---

EXCLUSIVE COMMUNICATION CHANNELS

---

CUSTOM CAMPAIGN INTEGRATION

---

BRAND VISIBILITY

---

TARGETED MEMBER ENGAGEMENT

---

BUSINESS INTELLIGENCE



Benefits include a wide range of personal and professional tools, information, and services



## RATES AND SPECS

|                                     |       |
|-------------------------------------|-------|
| <b><i>MONITOR ON PSYCHOLOGY</i></b> | 20-21 |
| <b>APA.ORG BANNER ADVERTISING</b>   | 22    |
| <b>E-NEWSLETTER/E-BLAST</b>         | 23-25 |
| <b>PODCAST/E-BOOKLET</b>            | 26    |
| <b>APA 2027 ADVERTISING</b>         | 27    |
| <b>SPECIALTY CONFERENCES</b>        | 28    |
| <b>CONTACT US</b>                   | 29    |





## RATES & SPECS

# Monitor on Psychology

### 2027 RATES: COLOR

|                       | 1X       | 3X       | 6X       | 11X      | 16X      |
|-----------------------|----------|----------|----------|----------|----------|
| <b>Full Page</b>      | \$11,895 | \$11,480 | \$11,060 | \$10,635 | \$10,010 |
| <b>1/2 Page</b>       | \$7,665  | \$7,415  | \$7,155  | \$6,910  | \$6,590  |
| <b>1/3 Page</b>       | \$5,180  | \$5,035  | \$4,890  | \$4,725  | \$4,330  |
| <b>1/6 Page</b>       | \$4,735  | \$4,605  | \$4,475  | \$4,340  | \$4,135  |
| <b>Cover 2</b>        | \$15,325 | \$14,770 | \$14,205 | \$13,650 | \$12,820 |
| <b>Cover 3</b>        | \$13,790 | \$13,290 | \$12,800 | \$12,300 | \$11,555 |
| <b>Cover 4</b>        | \$15,710 | \$15,135 | \$14,565 | \$13,985 | \$13,135 |
| <b>Opening Spread</b> | \$26,565 | \$25,555 | \$24,555 | \$23,545 | \$22,035 |

### 2027 MONITOR AD SIZES

|                                             |             |
|---------------------------------------------|-------------|
| Full Spread Bleed<br>(15¾"x 10¼" Live Area) | 16¾" x 11½" |
| Full Spread                                 | 15¾" x 10¼" |
| Full Page Bleed<br>(7¾"x 10¼" Live Area)    | 8½" x 11½"  |
| Full Page                                   | 7½" x 10¼"  |
| 1/2 Page Horizontal                         | 7" x 4⅞"    |
| 1/2 Page Vertical                           | 3⅞" x 9⅞"   |
| 1/3 Page Square                             | 4⅞" x 4⅞"   |
| 1/3 Page Vertical                           | 2⅞" x 9⅞"   |
| 1/6 Page                                    | 2⅞" x 4⅞"   |

### 2027 DEADLINES

| ISSUE MONTH | RESERVATION DEADLINE | MATERIALS DEADLINE |
|-------------|----------------------|--------------------|
| JAN/FEB     | NOV 3                | NOV 10             |
| MAR         | DEC 21               | JAN 8              |
| APR/MAY     | JAN 22               | FEB 5              |
| JUN         | APR 2                | APR 9              |
| JUL/AUG     | MAY 3                | MAY 13             |
| SEP         | JUN 25               | JUL 9              |
| OCT         | AUG 3                | AUG 13             |
| NOV/DEC     | SEP 3                | SEP 14             |

■ **CONTACT:** Cambria Sawyer | [csawyer@apa.org](mailto:csawyer@apa.org) | 202-336-5714

**SPECIFICATIONS FOR MONITOR  
ON PSYCHOLOGY**

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**Printing Process**

Heatset web offset

**Paper Stock**

Cover: 80lb. coated text,  
Text: 34lb. publication grade coated  
text

**Binding**

Perfect bound line

**Screen**

133 line screen

**Trim Size**

8¼" x 10⅞"

**Live Area**

7¾" x 10¼"

**Bleeds**

Bleeds should extend ¼" outside of  
magazine trim size

**File Requirements**

PDF-X1a, PDF, Postscript, EPS and  
TIFF files are acceptable. All high  
resolution images and fonts must be  
embedded in files. Images must be  
SWOP (CMYK or grayscale), 300  
dpi. Please include standard trim,  
bleed and registration marks. Total  
area density should not exceed 300  
percent. Grayscale images greater  
than 85 percent density may fill in on  
press. All required image trapping  
must be included in the file.

**Color Specifications**

All art work must be submitted  
as CMYK. APA will not be held  
responsible for inaccurate color  
conversion on ads submitted  
incorrectly. Files prepared with spot,  
Pantone® (PMS) or RGB color are not  
acceptable. All ads submitted should  
be suitable to print without color  
corrections or conversion.

**ADDITIONAL CHARGES**

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**Preferred Positioning**

The additional charge is 15 percent of  
the earned rate for guaranteed right-  
hand page placement within the first  
one-third of the magazine.

**Frequency Discounts**

Frequency discounts are computed  
over a period of 12 consecutive  
months. The cancellation of a  
space reservation will result in an  
adjustment of the rate (short-rate)  
based on previous insertions in that  
12-month period to reflect actual  
space used.

# Banner Advertising

## APA.ORG: 2027 RATES

| AD SIZE                           | RATE     |
|-----------------------------------|----------|
| 300 x 250 Medium Rectangle Banner | \$30/CPM |

All rates are net.

Please supply files in .jpg, .png or .gif format, 72 dpi or above. File size must be less than 1,000,000 bytes.

Alt text: Up to 10 words.

Average advertising buy is 100,000 impressions per month.

## DEADLINES

Creative is due 15 days prior to campaign start date.



# E-Newsletter/E-Blast Advertising

## SIX THINGS PSYCHOLOGISTS ARE TALKING ABOUT: 2027 RATES

| AD SIZE                                         | RATE                  |
|-------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                         | \$4,365 net per issue |
| <b>Content Block</b>                            | \$5,525 net per issue |
| Please supply files in jpeg, png or gif format. |                       |

## SIX THINGS PSYCHOLOGISTS ARE TALKING ABOUT: 2027 DEADLINES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE | ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|------------|----------------------|--------------------|
| JAN 12     | JAN 22               | JAN 29             | JUL 13     | JUN 22               | JUN 29             |
| JAN 26     | JAN 5                | JAN 12             | JUL 27     | JUL 6                | JUL 13             |
| FEB 9      | JAN 19               | JAN 26             | AUG 10     | JUL 20               | JUL 27             |
| FEB 23     | FEB 2                | FEB 9              | AUG 24     | AUG 3                | AUG 10             |
| MAR 9      | FEB 16               | FEB 23             | SEP 14     | AUG 24               | AUG 31             |
| MAR 23     | MAR 2                | MAR 9              | SEP 28     | SEP 7                | SEP 14             |
| APR 13     | MAR 23               | MAR 30             | OCT 12     | SEP 21               | SEP 28             |
| APR 27     | APR 6                | APR 13             | OCT 26     | OCT 5                | OCT 12             |
| MAY 11     | APR 20               | APR 27             | NOV 9      | OCT 19               | OCT 26             |
| MAY 25     | MAY 4                | MAY 11             | NOV 23     | NOV 2                | NOV 9              |
| JUN 8      | MAY 18               | MAY 25             | DEC 7      | NOV 16               | NOV 23             |
| JUN 22     | JUN 1                | JUN 8              | DEC 21     | NOV 30               | DEC 7              |

## MEMBER UPDATE: 2027 RATES

| AD SIZE                                         | RATE                  |
|-------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                         | \$4,365 net per issue |
| Please supply files in jpeg, png or gif format. |                       |

## MEMBER UPDATE: 2027 DEADLINES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE | ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|------------|----------------------|--------------------|
| JAN 5      | DEC 15               | DEC 22             | JUN 15     | MAY 25               | JUN 1              |
| JAN 20     | DEC 30               | JAN 6              | JUL 6      | JUN 15               | JUN 22             |
| FEB 2      | JAN 12               | JAN 19             | JUL 20     | JUN 29               | JUL 6              |
| FEB 17     | JAN 27               | FEB 3              | AUG 3      | JUL 13               | JUL 20             |
| MAR 2      | FEB 9                | FEB 16             | AUG 17     | JUL 27               | AUG 3              |
| MAR 16     | FEB 23               | MAR 2              | SEP 8      | AUG 18               | AUG 25             |
| APR 6      | MAR 16               | MAR 23             | SEP 21     | AUG 31               | AUG 7              |
| APR 20     | MAR 30               | APR 6              | OCT 5      | SEP 14               | SEP 21             |
| MAY 4      | APR 13               | APR 20             | OCT 19     | SEP 28               | OCT 5              |
| MAY 18     | APR 27               | MAY 4              | NOV 16     | OCT 26               | NOV 2              |
| JUN 1      | MAY 11               | MAY 18             | DEC 14     | NOV 30               | DEC 7              |

# E-Newsletter/E-Blast Advertising

## PRACTICE UPDATE: 2027 RATES

| AD SIZE                                                   | RATE                  |
|-----------------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                                   | \$1,285 net per issue |
| <b>Product Spotlight Content Block</b>                    | \$2,335 net per issue |
| Please supply banner ad files in jpeg, png or gif format. |                       |

## PRACTICE UPDATE: 2027 DEADLINES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| JAN 8      | DEC 18               | DEC 21             |
| JAN 15     | DEC 21               | DEC 28             |
| JAN 22     | DEC 28               | JAN 8              |
| JAN 29     | JAN 8                | JAN 15             |
| FEB 5      | JAN 15               | JAN 22             |
| FEB 12     | JAN 22               | JAN 29             |
| FEB 19     | JAN 29               | FEB 5              |
| FEB 26     | FEB 5                | FEB 12             |
| MAR 5      | FEB 12               | FEB 19             |
| MAR 12     | FEB 19               | FEB 26             |
| APR 2      | MAR 12               | MAR 19             |
| APR 9      | MAR 19               | MAR 26             |
| APR 16     | MAR 26               | APR 2              |
| APR 23     | APR 2                | APR 9              |

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| APR 30     | APR 9                | APR 16             |
| MAY 7      | APR 16               | APR 23             |
| MAY 14     | APR 23               | APR 30             |
| MAY 21     | APR 30               | MAY 7              |
| JUN 4      | MAY 14               | MAY 21             |
| JUN 11     | MAY 21               | MAY 28             |
| JUN 25     | JUN 4                | JUN 11             |
| JUL 9      | JUN 18               | JUN 25             |
| JUL 16     | JUN 25               | JUL 2              |
| JUL 23     | JUL 2                | JUL 9              |
| JUL 30     | JUL 9                | JUL 16             |
| AUG 20     | JUL 30               | AUG 6              |
| AUG 27     | AUG 6                | AUG 13             |
| SEP 3      | AUG 13               | AUG 20             |

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| SEP 10     | AUG 20               | AUG 27             |
| SEP 17     | AUG 27               | SEP 3              |
| SEP 24     | SEP 3                | SEP 10             |
| OCT 1      | SEP 10               | SEP 17             |
| OCT 8      | SEP 17               | SEP 24             |
| OCT 15     | SEP 24               | OCT 1              |
| OCT 22     | OCT 1                | OCT 8              |
| OCT 29     | OCT 8                | OCT 15             |
| NOV 5      | OCT 15               | OCT 22             |
| NOV 12     | OCT 22               | OCT 29             |
| NOV 19     | OCT 29               | NOV 5              |
| DEC 3      | NOV 12               | NOV 19             |
| DEC 10     | NOV 19               | NOV 22             |

## SCIENCE SPOTLIGHT: 2027 RATES

| AD SIZE                                         | RATE                  |
|-------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                         | \$1,285 net per issue |
| Please supply files in jpeg, png or gif format. |                       |

## SCIENCE SPOTLIGHT: 2027 DEADLINES

| ISSUE DATE | MATERIALS DEADLINE | ISSUE DATE | MATERIALS DEADLINE |
|------------|--------------------|------------|--------------------|
| JAN 7      | DEC 21             | JUN 10     | MAY 27             |
| JAN 21     | JAN 7              | JUL 8      | JUN 24             |
| FEB 4      | JAN 21             | AUG 12     | JUN 29             |
| FEB 18     | FEB 4              | SEP 9      | AUG 26             |
| MAR 4      | FEB 18             | SEP 23     | SEP 9              |
| MAR 18     | MAR 4              | OCT 7      | SEP 23             |
| APR 1      | MAR 18             | OCT 21     | OCT 7              |
| APR 15     | APR 1              | NOV 4      | OCT 21             |
| APR 29     | APR 15             | NOV 18     | NOV 4              |
| MAY 13     | APR 29             | DEC 2      | NOV 18             |
| MAY 27     | MAY 13             | DEC 16     | DEC 2              |

# E-Newsletter/E-Blast Advertising

## MONITOR DIGITAL: 2027 RATES

| AD SIZE                                         | RATE                  |
|-------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                         | \$4,155 net per issue |
| Please supply files in jpeg, png or gif format. |                       |

## MONITOR DIGITAL: 2027 DEADLINES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| JAN/FEB    | DEC 1                | DEC 16             |
| MAR        | FEB 2                | FEB 12             |
| APR/MAY    | MAR 2                | MAR 16             |
| JUN        | MAY 3                | MAY 14             |
| JUL/AUG    | JUN 1                | JUN 15             |
| SEP        | AUG 2                | AUG 13             |
| OCT        | SEP 1                | SEP 15             |
| NOV/DEC    | OCT 1                | OCT 15             |

## AMERICAN PSYCHOLOGIST DIGITAL: 2027 RATES

| AD SIZE                                         | RATE                  |
|-------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                         | \$1,225 net per issue |
| Please supply files in jpeg, png or gif format. |                       |

## AMERICAN PSYCHOLOGIST DIGITAL: 2027 DEADLINES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| JAN        | OCT 6                | OCT 27             |
| FEB/MAR    | NOV 5                | NOV 20             |
| APR        | JAN 4                | JAN 22             |
| MAY/JUN    | FEB 3                | MAR 3              |
| JUL/AUG    | MAY 3                | MAY 21             |
| SEP        | JUN 4                | JUN 25             |
| OCT        | JUL 2                | JUL 23             |
| NOV        | AUG 4                | AUG 25             |
| DEC        | SEP 3                | SEP 24             |

## APA PSYCALERTS™: 2027 RATES

| AD SIZE                                         | RATE                  |
|-------------------------------------------------|-----------------------|
| <b>Banner 300 x 250</b>                         | \$4,155 net per issue |
| Please supply files in jpeg, png or gif format. |                       |

## APA PSYCALERTS: 2027 DEADLINES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| JAN        | DEC 1                | DEC 15             |
| FEB        | JAN 4                | JAN 15             |
| MAR        | FEB 1                | FEB 12             |
| APR        | MAR 1                | MAR 15             |
| MAY        | APR 1                | APR 15             |
| JUN        | MAY 3                | MAY 14             |
| JUL        | JUN 1                | JUN 15             |
| AUG        | JUL 1                | JUL 15             |
| SEP        | AUG 2                | AUG 13             |
| OCT        | SEP 1                | SEP 15             |
| NOV        | OCT 1                | OCT 15             |
| DEC        | NOV 1                | NOV 15             |

**CONTACT:** Cambria Sawyer | [csawyer@apa.org](mailto:csawyer@apa.org) | 202-336-5714



# Podcast/E-Booklet Advertising

## SPEAKING OF PSYCHOLOGY PODCAST: 2027 RATES

| DURATION                                                                                                                                                                     | PRE-ROLL | MID-ROLL |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|
| 15 seconds                                                                                                                                                                   | \$25 CPM | \$35 CPM |
| 30 seconds                                                                                                                                                                   | \$35 CPM | \$45 CPM |
| All ads booked directly through APA are host-read, but not host-endorsed.<br>Average weekly downloads are approximately 25k.<br>Average advertising buy is 25,000 downloads. |          |          |

## PODCAST SLIDING SCALE DISCOUNT

| NUMBER OF DOWNLOADS | SAVINGS |
|---------------------|---------|
| 75-125K             | 15% OFF |
| 126-225K            | 20% OFF |
| 226K+               | 25% OFF |

## E-BOOKLET: 2027 RATES

| OPTIONS                                                                      | COST    |
|------------------------------------------------------------------------------|---------|
| Full page                                                                    | \$4,365 |
| Half page                                                                    | \$2,900 |
| Deadlines and specs dependent on e-booklet.<br>Contact for specific details. |         |

■ **CONTACT:** Cambria Sawyer | [csawyer@apa.org](mailto:csawyer@apa.org) | 202-336-5714

# APA 2027 Advertising

APA 2027 will be held August 12-14, 2027, at the Moscone Center in San Francisco, CA.

APA 2027 EXHIBIT SPACE, SPONSORSHIPS, AND ADVERTISING

To request information about APA 2027 exhibit space, sponsorships, and/or advertising, contact Carol Hall, Senior Manager, Event Sales, [chall@apa.org](mailto:chall@apa.org).

APA 2027 MOBILE APP

| OPTIONS           | COST    |
|-------------------|---------|
| Banner Ad         | \$2,315 |
| 1200 x 180 pixels |         |

DEADLINES

|                   |              |
|-------------------|--------------|
| SPACE RESERVATION | AD MATERIALS |
| JUNE 18           | JUNE 25      |

# Specialty Conferences

## FLOURISH SUMMIT

| PARTNERSHIPS                             |
|------------------------------------------|
| Contact Hayley Buck for current options. |
| Deadlines are TBD.                       |

## INSIDE THE LAB

| SPONSORSHIPS                             |
|------------------------------------------|
| Contact Hayley Buck for current options. |
| Deadlines are TBD.                       |

## PSLC

| SPONSORSHIPS                            |
|-----------------------------------------|
| Contact Carol Hall for current options. |
| Deadlines are TBD.                      |

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PSLC: Carol Hall | [chall@apa.org](mailto:chall@apa.org) | 202-336-5627



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## DIGITAL MEDIA

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