



APA

MEDIA KIT
2023

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.



Technology



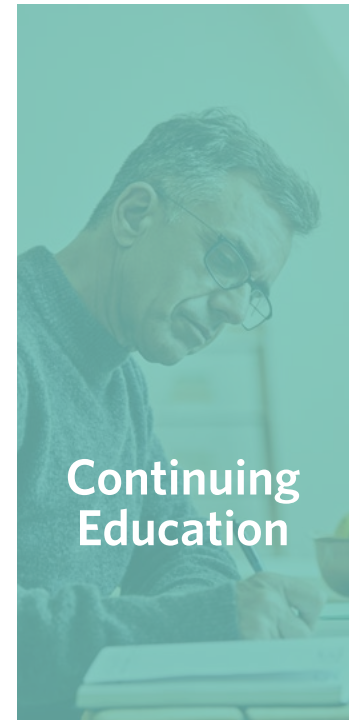
Career & Development



Testing & Assessment



Practice Tools



Continuing Education



Telehealth



Research Products & Resources

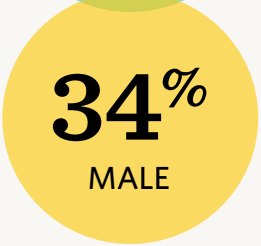
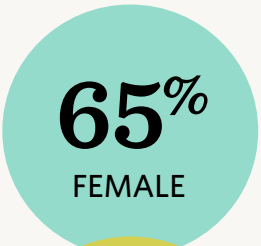


AUDIENCE

Member Snapshot

We have 146,000+ members* from all areas of the psychology landscape. They are practitioners, scientists, researchers, educators, consultants, and students.

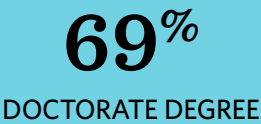
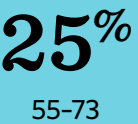
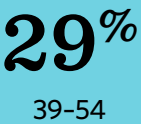
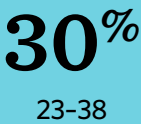
**As of December 31, 2022*



- 37% PRACTITIONERS
- 30% STUDENTS
- 13% RESEARCHERS
- 8% EDUCATORS
- 6% OTHER
- 6% APPLIED

Age: Median age of 47

Career and Education



CONTENTS

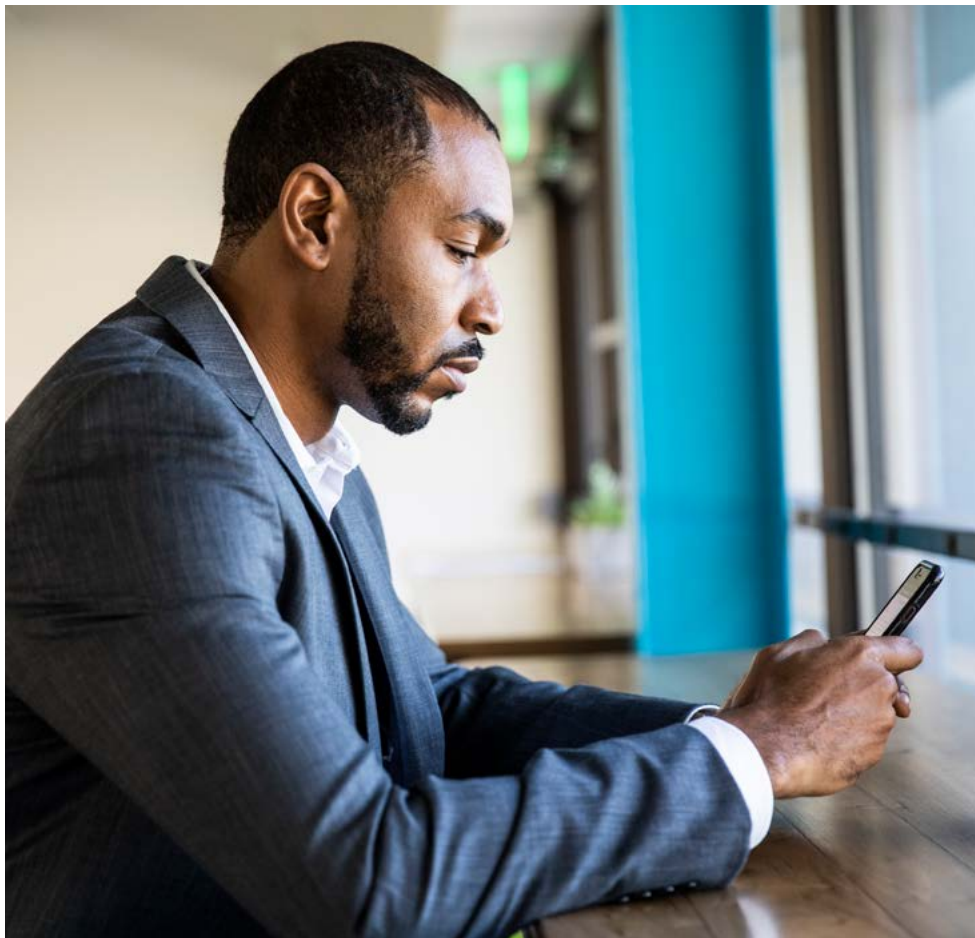
MEDIA PROPERTIES	7
PRINT	8
DIGITAL	9-12
LEAD GENERATION	13-14
RECRUITMENT	15
EVENTS	16-17
CUSTOM SOLUTIONS	18-19
RATES & SPECIFICATIONS	20-30



MEDIA PROPERTIES

Exposure. Opportunity. Results.

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



63,000⁺

AVERAGE MONTHLY
READERS OF *MONITOR ON
PSYCHOLOGY* MAGAZINE.

5,000⁺

APA CONVENTION
ATTENDEES
EACH YEAR.

58M

APA.ORG WEBSITE PAGE
VIEWS EACH YEAR.

36%

AVERAGE MONTHLY
OPEN RATE ON MEMBER
UPDATE.

14,000⁺

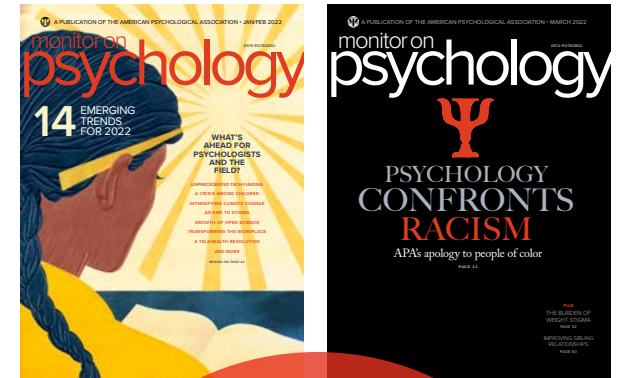
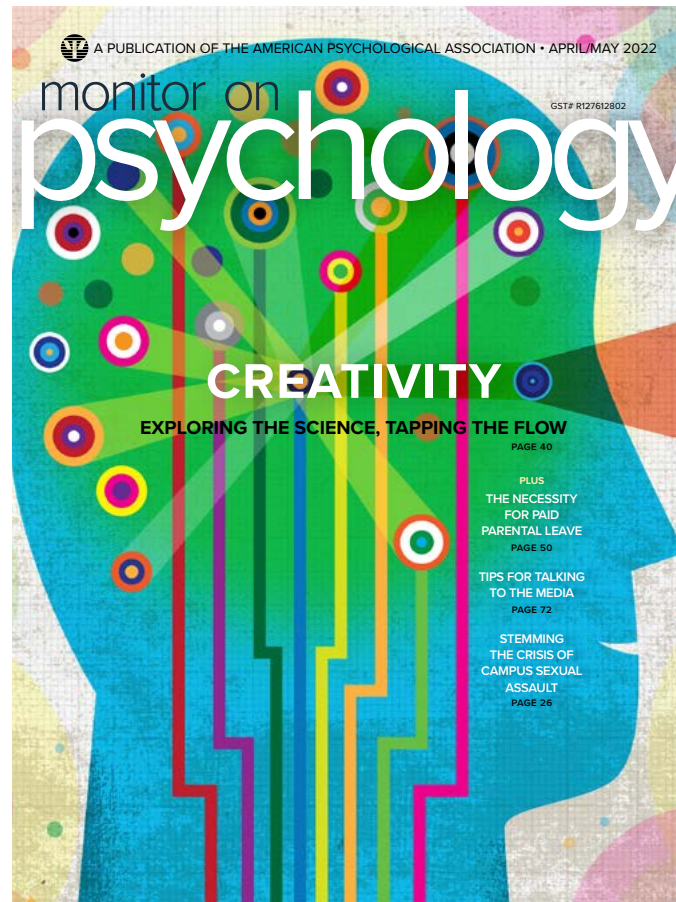
REGISTERED JOB SEEKERS
ON PSYCCAREERS.COM
WEBSITE.

PRINT MEDIA

Monitor on Psychology

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

Special Issues: January 2023: 6th Annual “Trends in Psychology” issue; July/August 2023: Bonus distribution issue at APA 2023; October 2023: “Jobs in Academia” issue



Won the **2022 APEX Grand Award** for publications excellence in magazines, journals, and tabloids.

63,000+
print readers*

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

77,000+
digital edition readers*

A superb choice
for **print recruitment ads**
(see page 29)

* Publisher's Sworn Statement of *Monitor on Psychology* Circulation and Website Traffic

Banner Advertising — *APA.org*

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

IT'S A POWER TOOL

33 MILLION UNIQUE USERS EACH YEAR

9 MILLION UNIQUE PAGE VIEWS PER MONTH

58 MILLION UNIQUE PAGE VIEWS PER YEAR



E-Newsletters

Engage APA members regularly through banner advertising in our E-Newsletters. These channels provide thoughtfully curated content to an exclusive audience.



SIX THINGS PSYCHOLOGISTS ARE TALKING ABOUT

Hot news in the psychology field

22

ISSUES PER YEAR

106,000⁺

AVERAGE CIRCULATION

33%

AVERAGE OPEN RATE

MEMBER UPDATE

Fresh content for all members

22

ISSUES PER YEAR

95,000⁺

AVERAGE CIRCULATION

36%

AVERAGE OPEN RATE

PRACTICE UPDATE

What's new on the business side of psychology practice

22

ISSUES PER YEAR

77,000⁺

AVERAGE CIRCULATION

32%

AVERAGE OPEN RATE

SCIENCE SPOTLIGHT

Highlights for the psychological science community

22

ISSUES PER YEAR

55,000⁺

AVERAGE CIRCULATION

30%

AVERAGE OPEN RATE



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.

MONITOR DIGITAL EMAIL ALERT

8 ISSUES PER YEAR

77,000+ CIRCULATION

34% AVERAGE OPEN RATE

AMERICAN PSYCHOLOGIST DIGITAL EMAIL ALERT

9 ISSUES PER YEAR

52,000+ CIRCULATION

44% AVERAGE OPEN RATE

APA PSYCALERTS™

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

2.4M+ UNIQUE OPENS

22% AVERAGE OPEN RATE

178,000+ UNIQUE CLICKS



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

*backtracks.fm/charts/c/all

Speaking of Psychology Podcast

Reach listeners interested in psychology through the power of podcast advertising.

[ADVERTISING.APA.ORG/PODCASTS](https://advertising.apa.org/podcasts)

TOP 30 IN ALL SCIENCES*

13M+ TOTAL UNIQUE DOWNLOADS

5.5M+ UNIQUE DOWNLOADS IN 2022
(100% INCREASE OVER 2021)

AVERAGE OF **45K** DOWNLOADS PER PODCAST IN THE
MONTH AFTER IT IS RELEASED

CONSUMER AUDIENCE DEMOGRAPHICS

62% ARE FEMALE

75% ARE UNDER AGE 40; MEDIAN AGE IS 27

58% HAVE A BACHELOR'S OR GRADUATE DEGREE

13% HAVE A DOCTORAL LEVEL DEGREE

66% ALWAYS LISTEN TO THE ENTIRE EPISODE

81% 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.

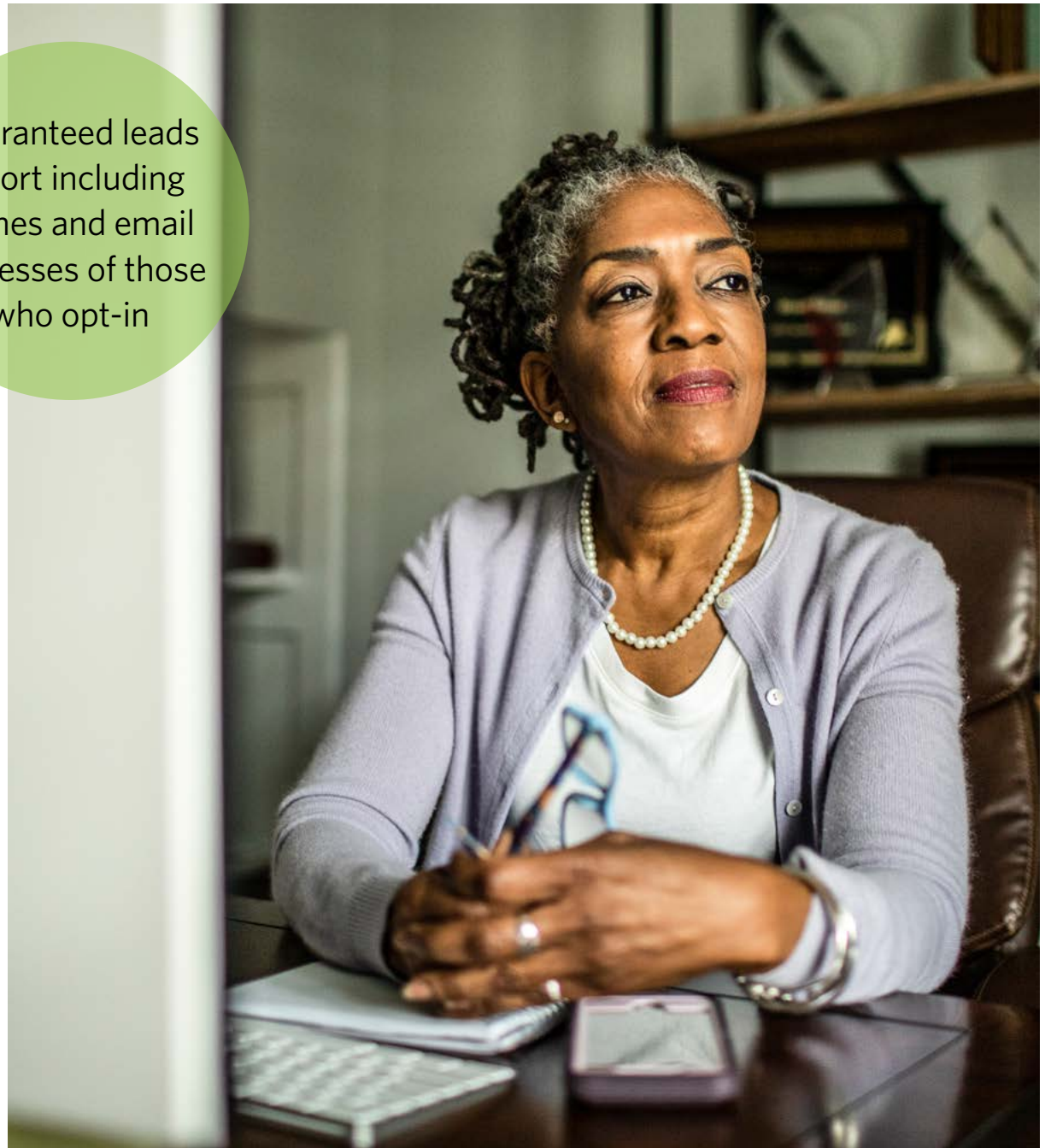
Guaranteed leads report provided to all advertisers with names and email addresses of readers who opt-in

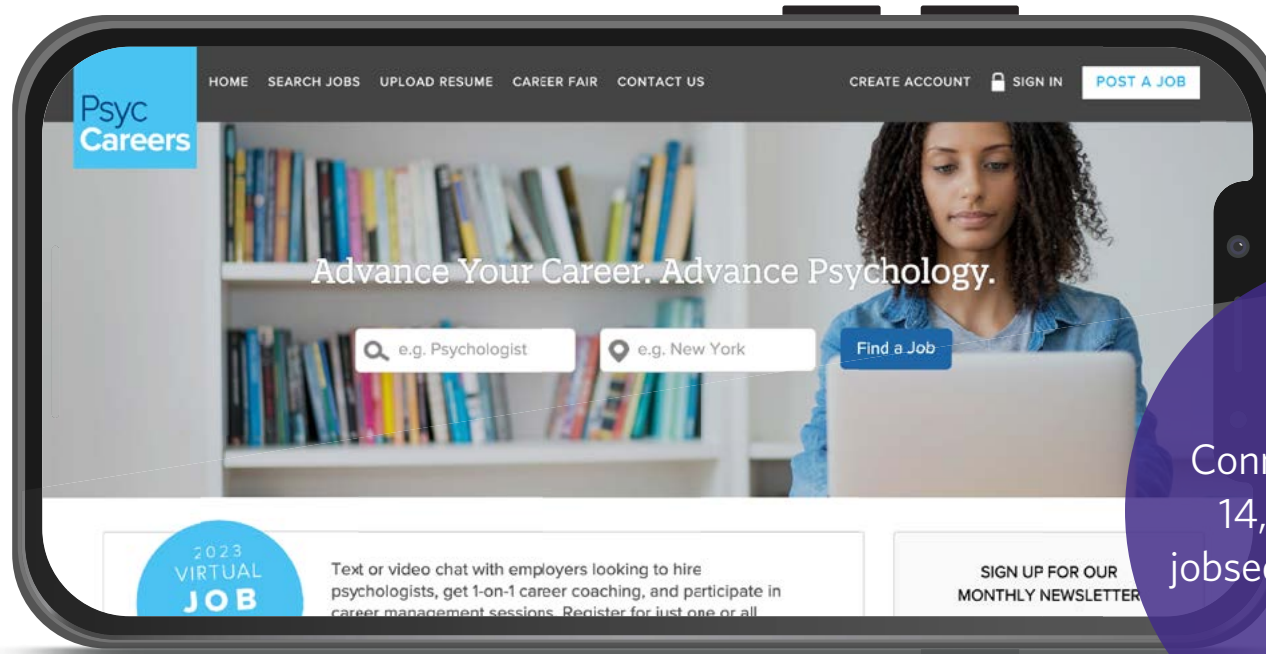


Guaranteed leads
report including
names and email
addresses of those
who opt-in

Sponsored 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.





Connect instantly with
14,000+ registered
jobseekers in psychology

Job Postings

APASI's job board, PsycCareers, is the premier resource for job seekers in the mental health industry, offering a quality source of psychology jobs across the nation. Building a comprehensive recruitment plan and generating job exposure has never been easier.

OPPORTUNITIES

ONLINE JOB POSTINGS ON WWW.PSYCCAREERS.COM

VIRTUAL JOB FAIRS THROUGHOUT THE YEAR

JOB POSTING IN APA MEMBER FEATURED JOBS EMAIL

RECRUITMENT PRINT ADS IN MONITOR ON PSYCHOLOGY

RESUME DATABASE SEARCH

BANNER JOB POSTINGS



APA 2023 Washington, DC & Virtual August 3-5

An unparalleled opportunity to engage 5,000+ psychology professionals from around the globe.

BUILD CONNECTIONS

APA 2023 SOLUTIONS CENTER EXHIBIT SPACE

APA 2023 SPONSORSHIPS

APA 2023 ADVERTISING

RECRUIT PSYCHOLOGISTS AT APA 2023
VIRTUAL JOB FAIR

Specialty Conferences

Bringing the best in their discipline together to move the psychology field forward.

REACH THE EXPERTS THROUGH THESE AVENUES

VIRTUAL AND IN-PERSON EXHIBITS

DIGITAL ADVERTISING IN EVENT
MARKETING OUTREACH

STAND-ALONE CO-BRANDED EMAIL
TO REGISTRANTS (POST-EVENT)

Practice Leadership Conference

300+ Leaders

60+ Affiliate Psychological Associations



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

MULTI-CHANNEL SPONSORED CONTENT CAMPAIGNS

SOCIAL MEDIA

BUSINESS INTELLIGENCE

Amplify your brand with integrated campaigns, unique sponsorship 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

ACCESS TO APA MEMBERSHIP

CO-BRANDED MARKETING

CAMPAIGN INTEGRATION

THOUGHT LEADERSHIP



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

RATES AND SPECS

MONITOR ON PSYCHOLOGY	21-22
APA.ORG BANNER ADVERTISING	23
E-NEWSLETTER/E-BLAST	24-26
PODCAST/E-BOOKLET	27
PSYCCAREERS RECRUITMENT/VIRTUAL JOB FAIRS	28
APA 2023 ADVERTISING	29
CONTACT US	30



Monitor on Psychology

2023 RATES: COLOR

	1X	3X	6X	11X	16X
Full Page	\$11,330	\$10,935	\$10,535	\$10,130	\$9,535
1/2 Page	\$7,300	\$7,060	\$6,815	\$6,580	\$6,275
1/3 Page	\$4,935	\$4,795	\$4,655	\$4,500	\$4,125
1/6 Page	\$4,510	\$4,385	\$4,260	\$4,135	\$3,940
Cover 2	\$14,595	\$14,065	\$13,530	\$13,000	\$12,210
Cover 3	\$13,135	\$12,655	\$12,190	\$11,715	\$11,005
Cover 4	\$14,960	\$14,415	\$13,870	\$13,320	\$12,510
Page 1	\$14,330	\$13,770	\$13,255	\$12,735	\$11,955
Page 2	\$12,005	\$11,580	\$11,155	\$10,730	\$10,080
Page 3	\$13,135	\$12,655	\$12,190	\$11,715	\$11,005
Opening Spread	\$25,300	\$24,340	\$23,385	\$22,425	\$20,985

2023 MONITOR AD SIZES

Full Spread Bleed (15¾"x 10¼" Live Area)	16¾" x 11½"
Full Spread	15¾" x 10¼"
Full Page Bleed (7¾"x 10¼" Live Area)	8½" x 11½"
Full Page	7½" x 10¼"
1/2 Page Horizontal	7" x 4½"
1/2 Page Vertical	3¾" x 9½"
1/3 Page Square	4½" x 4½"
1/3 Page Vertical	2¾" x 9½"
1/6 Page	2¾" x 4½"

2023 DEADLINES

ISSUE MONTH	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN/FEB	NOV 1	NOV 10
MAR	DEC 27	JAN 10
APR/MAY	JAN 27	FEB 10
JUN	APR 4	APR 14
JUL/AUG	MAY 2	MAY 12
SEP	JUN 30	JUL 14
OCT	AUG 4	AUG 18
NOV/DEC	SEP 1	SEP 15

**SPECIFICATIONS FOR MONITOR
ON PSYCHOLOGY**

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

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: 2023 RATES

AD SIZE	RATE
300 x 250 Medium Rectangle Banner	\$27/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.

Static ads only. 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: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$3,955 net per issue
Please supply files in jpeg, png or gif format.	

SIX THINGS PSYCHOLOGISTS ARE TALKING ABOUT: 2023 DEADLINES

ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE	ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN 10	DEC 27	JAN 3	JUL 11	JUN 27	JUL 5
JAN 24	JAN 10	JAN 17	JUL 25	JUL 11	JUL 18
FEB 14	JAN 31	FEB 7	AUG 8	JUL 25	AUG 1
FEB 28	FEB 14	FEB 21	AUG 22	AUG 8	AUG 15
MAR 14	FEB 28	MAR 7	SEP 12	AUG 29	SEP 5
MAR 28	MAR 14	MAR 21	SEP 26	SEP 12	SEP 19
APR 11	MAR 28	APR 4	OCT 10	SEP 26	OCT 3
APR 25	APR 11	APR 18	OCT 24	OCT 10	OCT 17
MAY 9	APR 25	MAY 2	NOV 7	OCT 24	OCT 31
MAY 23	MAY 9	MAY 16	NOV 21	NOV 7	NOV 14
JUN 13	MAY 23	MAY 30	DEC 5	NOV 21	NOV 28
JUN 27	JUN 6	JUN 13	DEC 19	DEC 5	DEC 12

MEMBER UPDATE: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$3,955 net per issue
Please supply files in jpeg, png or gif format.	

MEMBER UPDATE: 2023 DEADLINES

ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE	ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN 3	DEC 20	DEC 27	JUN 20	JUN 6	JUN 13
JAN 17	JAN 3	JAN 10	JUL 5	JUN 20	JUN 27
FEB 7	JAN 24	JAN 31	JUL 18	JUL 5	JUL 11
FEB 21	FEB 7	FEB 14	AUG 1	JUL 25	AUG 1
MAR 7	FEB 21	FEB 28	AUG 15	AUG 8	AUG 15
MAR 21	MAR 7	MAR 14	SEP 5	AUG 22	AUG 29
APR 4	MAR 21	MAR 28	SEP 19	SEP 5	SEP 12
APR 18	APR 4	APR 11	OCT 3	SEP 19	SEP 26
MAY 2	APR 18	APR 25	OCT 17	OCT 3	OCT 10
MAY 16	MAY 2	MAY 9	NOV 14	OCT 31	NOV 7
JUN 6	MAY 23	MAY 30	DEC 12	NOV 28	DEC 5

CONTACT: James Boston | jboston@apa.org | 202-336-5714

E-Newsletter/E-Blast Advertising

PRACTICE UPDATE: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$1,165 net per issue
Please supply files in jpeg, png or gif format.	

PRACTICE UPDATE: 2023 DEADLINES

ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE	ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN 13	DEC 30	JAN 6	JUN 23	JUN 9	JUN 16
JAN 27	JAN 13	JAN 20	JUL 14	JUN 30	JUL 7
FEB 10	JAN 27	FEB 3	JUL 28	JUL 14	JUL 21
FEB 24	FEB 10	FEB 17	AUG 18	AUG 4	AUG 11
MAR 10	FEB 24	MAR 3	SEP 8	AUG 25	SEP 1
MAR 24	MAR 10	MAR 17	SEP 22	SEP 8	SEP 15
APR 7	MAR 24	MAR 31	OCT 6	SEP 22	SEP 29
APR 21	APR 7	APR 14	OCT 20	OCT 6	OCT 13
MAY 5	APR 21	APR 28	NOV 3	OCT 20	OCT 27
MAY 19	MAY 5	MAY 12	NOV 17	NOV 3	NOV 10
JUN 9	MAY 19	MAY 26	DEC 15	DEC 1	DEC 8

SCIENCE SPOTLIGHT: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$1,165 net per issue
Please supply files in jpeg, png or gif format.	

SCIENCE SPOTLIGHT: 2023 DEADLINES

ISSUE DATE	MATERIALS DEADLINE	ISSUE DATE	MATERIALS DEADLINE	ISSUE DATE	MATERIALS DEADLINE
JAN 11	JAN 4	MAY 17	MAY 10	SEP 20	SEP 13
JAN 25	JAN 18	MAY 31	MAY 24	OCT 4	SEP 27
FEB 8	FEB 1	JUN 14	JUN 7	OCT 18	OCT 11
FEB 22	FEB 15	JUN 28	JUN 21	NOV 1	OCT 25
MAR 8	MAR 1	JUL 12	JUL 5	NOV 15	NOV 8
MAR 22	MAR 15	JUL 26	JUL 19	NOV 29	NOV 22
APR 5	MAR 29	AUG 9	AUG 2	DEC 13	DEC 6
APR 19	APR 12	AUG 23	AUG 16		
MAY 3	APR 26	SEP 6	AUG 30		

E-Newsletter/E-Blast Advertising

MONITOR DIGITAL: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$3,955 net per issue
Please supply files in jpeg, png or gif format.	

MONITOR DIGITAL: 2023 DEADLINES

ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN/FEB	DEC 1	DEC 15
MAR	FEB 1	FEB 15
APR/MAY	MAR 1	MAR 15
JUN	MAY 1	MAY 15
JUL/AUG	JUN 1	JUN 15
SEP	AUG 1	AUG 15
OCT	SEP 1	SEP 15
NOV/DEC	OCT 2	OCT 13

AMERICAN PSYCHOLOGIST DIGITAL: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$1,155 net per issue
Please supply files in jpeg, png or gif format.	

AMERICAN PSYCHOLOGIST DIGITAL: 2023 DEADLINES

ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN	OCT 5	OCT 26
FEB/MAR	NOV 9	NOV 30
APR	JAN 4	JAN 25
MAY/JUN	FEB 8	MAR 1
JUL/AUG	MAY 1	MAY 22
SEP	JUN 5	JUN 26
OCT	JUL 3	JUL 24
NOV	AUG 7	AUG 28
DEC	SEP 1	SEP 25

APA PSYCALERTS™: 2023 RATES

AD SIZE	RATE
Banner 300 x 250	\$1,155 net per month
Please supply files in jpeg, png or gif format.	

APA PSYCALERTS: 2023 DEADLINES

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

CONTACT: James Boston | jboston@apa.org | 202-336-5714

Podcast/E-Booklet Advertising

SPEAKING OF PSYCHOLOGY PODCAST: 2023 RATES

RATE
Contact Erica Farmer for current ad rates.
Deadlines are TBD. Pre-roll and mid-roll packages available.

E-BOOKLET: 2023 RATES

OPTIONS	COST
Full page	\$3,955
Half page	\$2,625
Deadlines and specs dependent on e-booklet. Contact for specific details.	

CONTACT

Speaking of Psychology Podcast: Erica Farmer | efarmer@gemini13media.com

E-Booklet: James Boston | jboston@apa.org | 202-336-5714

Recruitment Job Postings & Advertising

PSYCCAREERS

ONLINE PACKAGES

TYPE	COST
Basic	\$525
Featured	\$735
Premium	\$995
Ultimate	\$1,575

ONLINE BULK PACKAGES

TYPE	COST
3-Post Pack	\$1,270
6-Post Pack	\$2,380
12-Post Pack	\$4,444

PRINT PACKAGES IN *MONITOR ON PSYCHOLOGY*

TYPE	COST
Line Ad	\$260 + \$3.15/word
Line Ad Plus	\$720 + \$3.15/word
Nonrecruitment Ads	\$3.15/word (30 word minimum)
Display Ad	\$995-\$7,940, depends on size

Learn more: www.psycCareers.com

VIRTUAL JOB FAIRS

Reach highly qualified jobseekers in psychology throughout the year with a remote booth space at one of our PsycCareers Virtual Job Fairs. This is your best no-travel opportunity to meet your hiring needs and connect with APA members and other jobseekers in the psychology community.

Check out our package options:
www.psycareers.com/employer-offers#events

CONTACT

(East Coast): Nancy Onyewu | nonyewu@apa.org | 202-336-5866

(Midwest/West Coast): Shawn Deadwiler II | sdeadwiler@apa.org | 202-312-6486

APA 2023 Advertising

APA 2023 will be held August 3-5, 2023, at the Walter E. Washington Convention Center in Washington, DC.

APA 2023 EXHIBIT SPACE, SPONSORSHIPS, AND ADVERTISING

To request information about APA 2023 exhibit space, sponsorships, and/or advertising, contact Carol Hall, Event Sales Manager, chall@apa.org.

Visit the [online sponsorship gallery](#) for sponsorship opportunities.

APA 2023 MOBILE APP

OPTIONS	COST
Banner Ad	\$2,100
1200 pixels x 180 pixels	

DEADLINES

SPACE RESERVATION	AD MATERIALS
JUNE 15	JUNE 30

ONSITE DIGITAL SIGNAGE WALTER E. WASHINGTON CONVENTION CENTER

OPTIONS	COST
North Skywalk Video Marquee (SVM)	\$7,500
Event Video Marquee (EVM)	\$3,000
1440 pixels x 480 pixels	

DEADLINES

SPACE RESERVATION	AD MATERIALS
JUNE 15	JUNE 30

Contact Us

PRINT MEDIA

Monitor on Psychology

JAMES BOSTON

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DIGITAL MEDIA

JAMES BOSTON

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SPONSORED TOPICAL WEBINARS AND CONTENT

JAMES BOSTON

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RECRUITMENT

AMELIA DODSON

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NANCY ONYEWU

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DELBAR ZARE

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EVENTS

APA 2023

CAROL HALL

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Specialty Conferences

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STRATEGIC ALLIANCE PROGRAM

JENN CHREKY

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MEMBER ADVANTAGE PROGRAM

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ERIC FULLER

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