



# ALPA

MEDIA KIT  
2024

*Moving the field of psychology forward*

## OUR MISSION

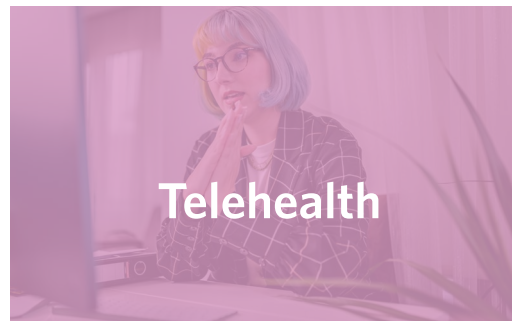
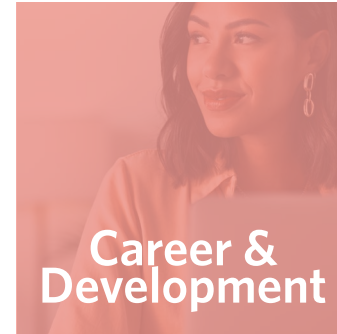
# Advancing Psychology to Benefit Society and Improve Lives

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.

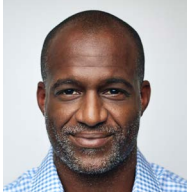
**AUDIENCE**

# 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.





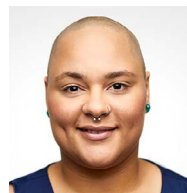
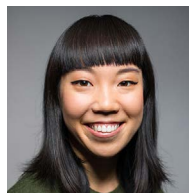
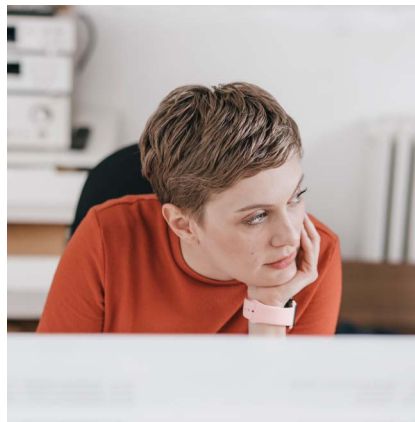


**AUDIENCE**

# Member Snapshot

We have 157,000+ members\* from all areas of the psychology landscape. They are practitioners, scientists, researchers, educators, consultants, and students.

*\*As of December 31, 2023*





**25%**  
under 35

**17%**  
research  
scientists

**67%**  
FEMALE

**33%**  
MALE

- 50% CLINICAL PSYCHOLOGY
- 14% COUNSELING PSYCHOLOGY
- 5% SCHOOL PSYCHOLOGY
- 4% EDUCATIONAL PSYCHOLOGY
- 3% I/O PSYCHOLOGY
- 3% EXPERIMENTAL PSYCHOLOGY

*Age*

**40%**  
19-39

**27%**  
40-54

**33%**  
55+

Median age of 47

*Career and Education*

**73%**  
DOCTORATE DEGREE

**21%**  
MASTERS DEGREE

41,000+ 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.



## All Members

## Practitioners

## Scientists

## Students/ Early Career

Monitor on Psychology magazine

Practice Update E-Newsletter

Science Spotlight E-Newsletter

PsycCareers

Member Update E-Newsletter

PsycCareers

PsycCareers

PsycAlerts

Monitor Digital Email

Custom Targeted Campaigns through the Strategic Alliance Program

Custom Targeted Campaigns through the Strategic Alliance Program

Custom Targeted Campaigns through the Strategic Alliance Program

PsycCareers

Six Things Psychologists are Talking About E-Newsletter

APA.org: Practitioner Targeted Banner Advertising

APA.org: Science/Research Targeted Banner Advertising

APA.org: Student/Early Career Targeted Banner Advertising

E-Booklets

PsycAlerts: Practitioner Targeted Banner Advertising

PsycAlerts: Science/Research Targeted Banner Advertising

Sponsored Topical Webinars

E-Booklets: Practitioner Targeted

Strategic Alliance Program

Member Advantage Program

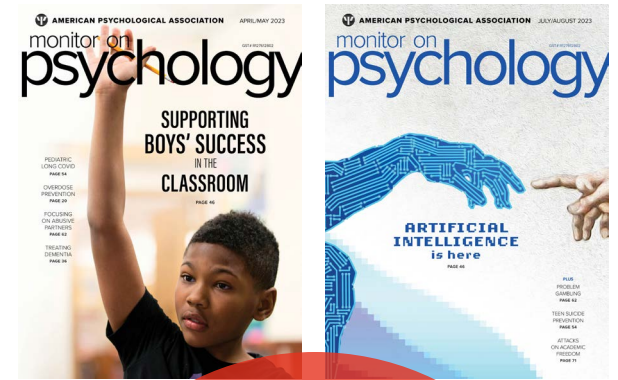
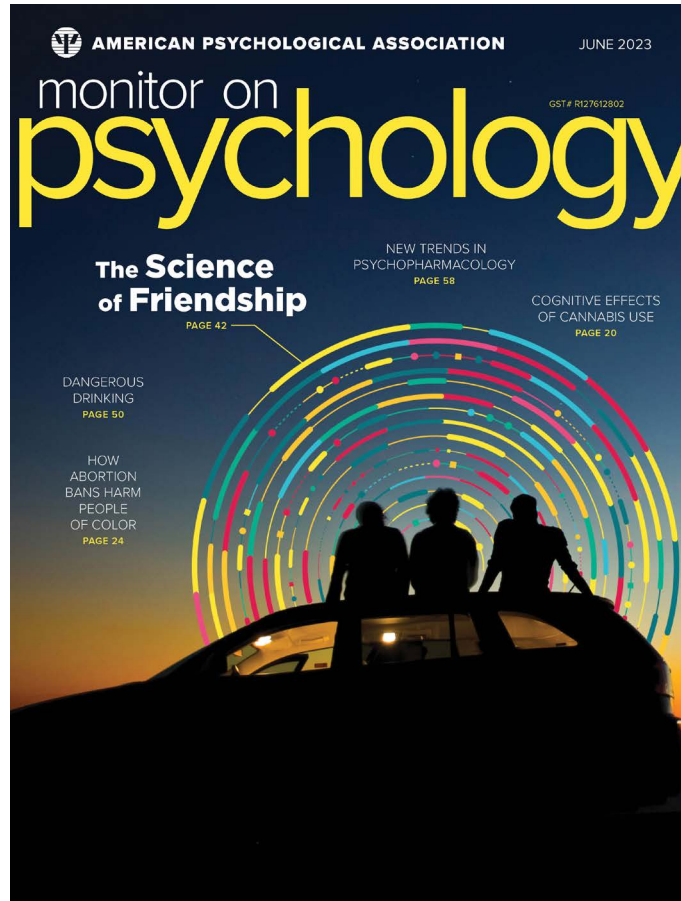
Sponsored Topical Webinars: Practitioner Targeted

PRINT MEDIA

# Monitor on Psychology

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

*Special Issues:* January 2024: 7th Annual “Trends in Psychology” issue; July/August 2024: Bonus distribution issue at APA 2024; October 2024: “Jobs in Academia” issue



Winner of 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.

**84,000+**  
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

**25 MILLION** UNIQUE USERS EACH YEAR

**3 MILLION** UNIQUE PAGE VIEWS PER MONTH

**45 MILLION** UNIQUE PAGE VIEWS PER YEAR



### Journal highlights contributions of Black psychologists

Special issue seeks to redress history of racism, lack of recognition of Black scholarship in mainstream psychology

### APA decries SCOTUS decision allowing website designer to discriminate against same-sex couples

Ruling ignores research showing anti-discrimination laws can help reduce harmful stress

### APA denounces Supreme Court decision ending right to consider race in college admissions

Court discounted research demonstrating value of diversity in educational institutions



Average monthly ad buy is 100,000 impressions

# E-Newsletters

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



<p><b>SIX THINGS PSYCHOLOGISTS ARE TALKING ABOUT</b> <i>Hot news in the psychology field</i></p>	<p><b>25</b> ISSUES PER YEAR</p>	<p><b>125,000+</b> AVERAGE CIRCULATION</p>	<p><b>44%</b> AVERAGE OPEN RATE</p>
<p><b>MEMBER UPDATE</b> <i>Fresh content for all members</i></p>	<p><b>22</b> ISSUES PER YEAR</p>	<p><b>102,000+</b> AVERAGE CIRCULATION</p>	<p><b>45%</b> AVERAGE OPEN RATE</p>
<p><b>PRACTICE UPDATE</b> <i>What's new on the business side of psychology practice</i></p>	<p><b>23</b> ISSUES PER YEAR</p>	<p><b>73,000+</b> AVERAGE CIRCULATION</p>	<p><b>43%</b> AVERAGE OPEN RATE</p>
<p><b>SCIENCE SPOTLIGHT</b> <i>Highlights for the psychological science community</i></p>	<p><b>20</b> ISSUES PER YEAR</p>	<p><b>53,000+</b> AVERAGE CIRCULATION</p>	<p><b>37%</b> AVERAGE OPEN RATE</p>

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.

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

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**84,000+** CIRCULATION

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**41%** AVERAGE OPEN RATE

### **AMERICAN PSYCHOLOGIST DIGITAL EMAIL ALERT**

**9** ISSUES PER YEAR

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**72,000+** CIRCULATION

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**51%** AVERAGE OPEN RATE

### **APA PSYCALERTS™**

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

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**3M+** UNIQUE OPENS

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**33%** AVERAGE OPEN RATE

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**227,000+** 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.

## HIGHLIGHTS

**TOP 30** IN ALL SCIENCES

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**OVER 4.5** STARS ON SPOTIFY AND APPLE

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**19M+** DOWNLOADS SINCE 2018

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

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**OVER 400K** LISTENERS EACH MONTH

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## CONSUMER AUDIENCE DEMOGRAPHICS

**62%** ARE FEMALE

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**75%** ARE UNDER AGE 40; MEDIAN AGE IS 27

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**58%** HAVE A BACHELOR'S OR GRADUATE DEGREE

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**13%** HAVE A DOCTORAL LEVEL DEGREE

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**66%** ALWAYS LISTEN TO THE ENTIRE EPISODE

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**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.

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



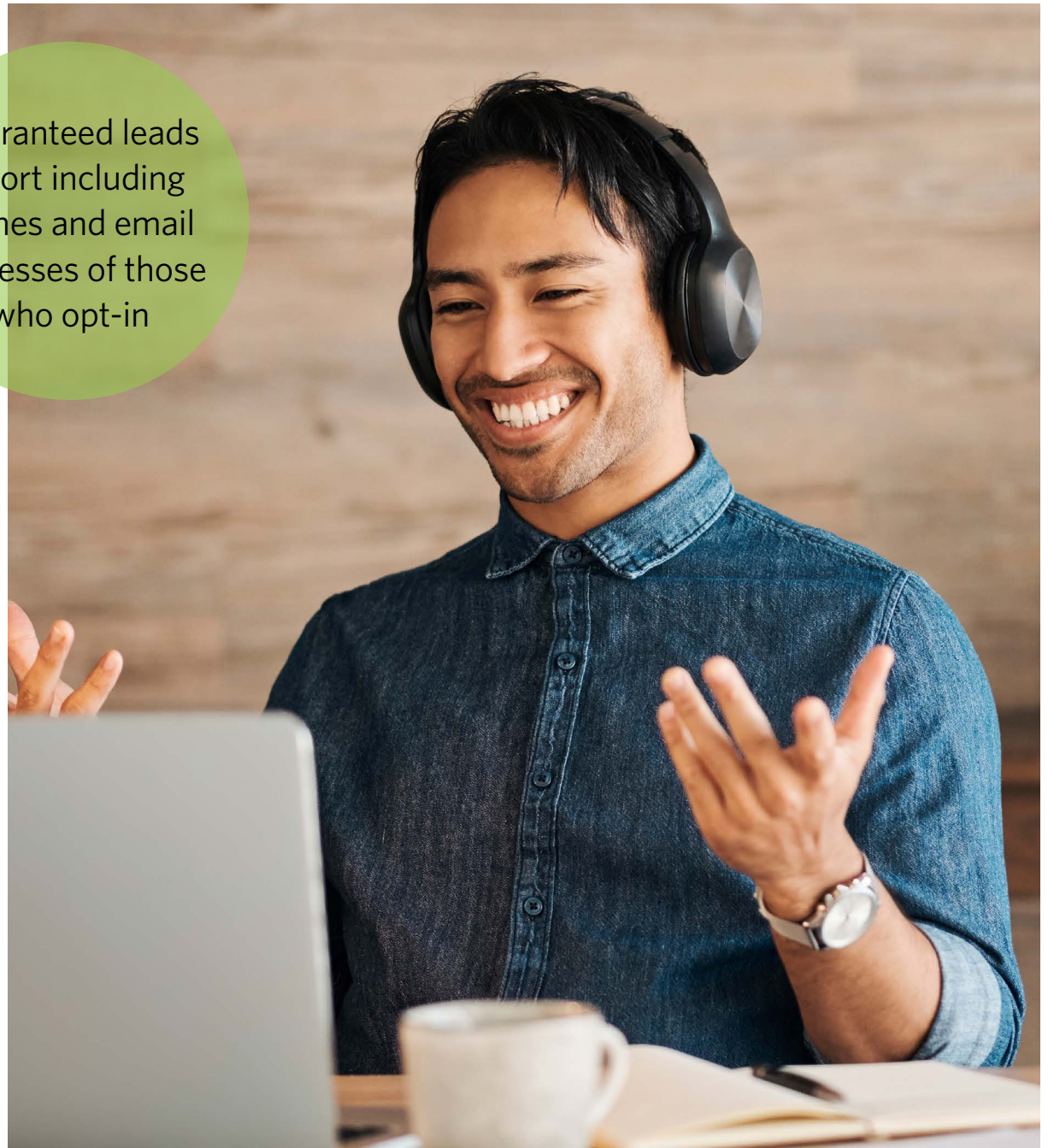


Guaranteed leads report including names and email addresses of those who opt-in

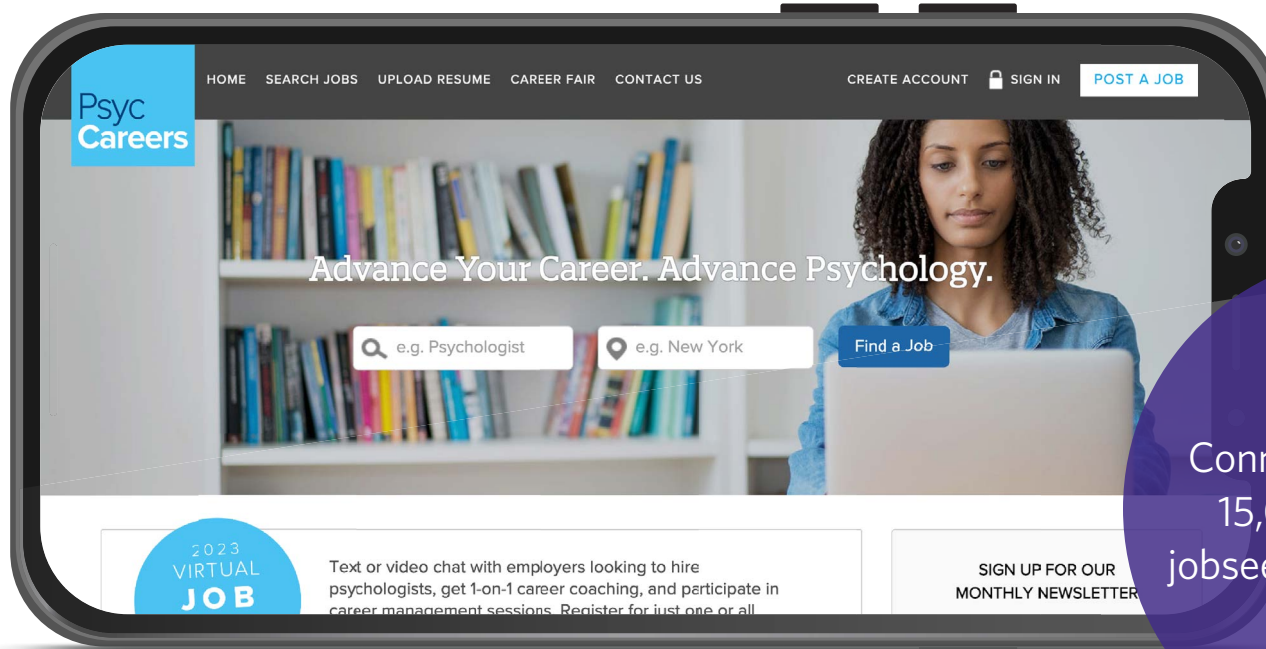
## **Paid Topical Webinars and Content**

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 sponsored topical webinars may qualify for CE with an additional cost.







Connect instantly with  
15,000+ registered  
jobseekers in psychology

## Job Postings

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 2024 Seattle, WA & Virtual August 8-10

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

## BUILD CONNECTIONS

APA 2024 SOLUTIONS CENTER EXHIBIT SPACE

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APA 2024 SPONSORSHIPS

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APA 2024 ADVERTISING

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RECRUIT PSYCHOLOGISTS AT APA 2024  
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

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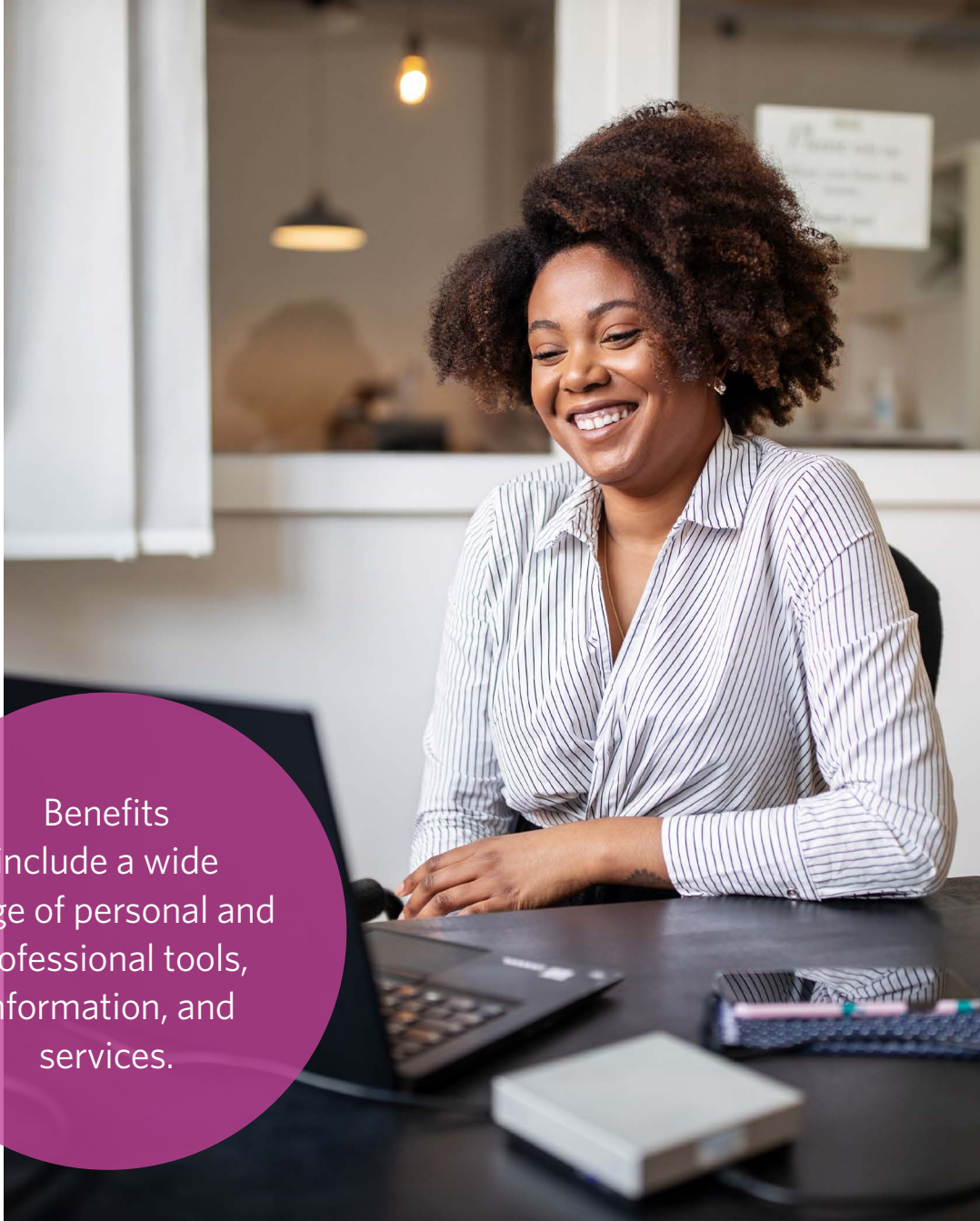
CO-BRANDED MARKETING

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CAMPAIGN INTEGRATION

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THOUGHT LEADERSHIP



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



## RATES AND SPECS

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





## RATES & SPECS

# Monitor on Psychology

### 2024 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

### 2024 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"

### 2024 DEADLINES

ISSUE MONTH	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN/FEB	NOV 1	NOV 10
MAR	DEC 27	JAN 10
APR/MAY	JAN 26	FEB 9
JUN	APR 4	APR 12
JUL/AUG	MAY 2	MAY 13
SEP	JUN 28	JUL 12
OCT	AUG 2	AUG 16
NOV/DEC	SEP 3	SEP 13

CONTACT: James Boston | [jboston@apa.org](mailto:jboston@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: 2024 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.

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: 2024 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: 2024 DEADLINES

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

## MEMBER UPDATE: 2024 RATES

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

## MEMBER UPDATE: 2024 DEADLINES

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

# E-Newsletter/E-Blast Advertising

## PRACTICE UPDATE: 2024 RATES

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

## PRACTICE UPDATE: 2024 DEADLINES

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

## SCIENCE SPOTLIGHT: 2024 RATES

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

## SCIENCE SPOTLIGHT: 2024 DEADLINES

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

**CONTACT:** James Boston | [jboston@apa.org](mailto:jboston@apa.org) | 202-336-5714

# E-Newsletter/E-Blast Advertising

**MONITOR DIGITAL: 2024 RATES**

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

**MONITOR DIGITAL: 2024 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 3	JUN 14
SEP	AUG 1	AUG 15
OCT	SEP 2	SEP 13
NOV/DEC	OCT 1	OCT 15

**AMERICAN PSYCHOLOGIST DIGITAL: 2024 RATES**

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

**AMERICAN PSYCHOLOGIST DIGITAL: 2024 DEADLINES**

ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN	OCT 5	OCT 26
FEB/MAR	NOV 5	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 4	SEP 25

**APA PSYCALERTS™: 2024 RATES**

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

**APA PSYCALERTS: 2024 DEADLINES**

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

**CONTACT:** James Boston | [jboston@apa.org](mailto:jboston@apa.org) | 202-336-5714



# Podcast/E-Booklet Advertising

## SPEAKING OF PSYCHOLOGY PODCAST: 2024 RATES

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

## E-BOOKLET: 2024 RATES

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

## CONTACT

Speaking of Psychology Podcast: Erica Farmer | [efarmer@gemini13media.com](mailto:efarmer@gemini13media.com)

E-Booklet: James Boston | [jboston@apa.org](mailto:jboston@apa.org) | 202-336-5714

# Recruitment Job Postings & Advertising

## PSYCCAREERS

### ONLINE PACKAGES

TYPE	COST
Basic	\$499
Featured	\$735
Premium	\$995
Ultimate	\$1,575

### ONLINE BULK PACKAGES

TYPE	COST
3-Post Pack	\$1,260
6-Post Pack	\$2,363
12-Post Pack	\$4,410

### 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

### JOB SCRAPE PACKAGES\*

TYPE	COST
3 Month Job Scrape**	\$8,000
6 Month Job Scrape	\$18,000
1 Year Job Scrape	\$30,000

\*250 active job maximum for all job scrape packages

\*\*1-time only trial

Learn more: [www.psycareers.com](http://www.psycareers.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](http://www.psycareers.com/employer-offers#events)

### CONTACT

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# APA 2024 Advertising

APA 2024 will be held August 8-10, 2024, at the Seattle Convention Center in Seattle, WA.

## APA 2024 EXHIBIT SPACE, SPONSORSHIPS, AND ADVERTISING

To request information about APA 2024 exhibit space, sponsorships, and/or advertising, contact Carol Hall, Senior Manager, Event Sales, [chall@apa.org](mailto:chall@apa.org).

## APA 2024 MOBILE APP

OPTIONS	COST
<b>Banner Ad</b>	\$2,100
1200 pixels x 180 pixels	

## DEADLINES

SPACE RESERVATION	AD MATERIALS
JUNE 7	JUNE 14

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## DIGITAL MEDIA

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## SPONSORED TOPICAL WEBINARS AND CONTENT

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