

# E-Newsletter 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 |
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## 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 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 |
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## 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              |