

# Monitor on Psychology

## 2026 RATES: COLOR

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

## 2026 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 4 9/16"
1/2 Page Vertical	3 3/8" x 9 9/16"
1/3 Page Square	4 9/16" x 4 9/16"
1/3 Page Vertical	2 3/16" x 9 9/16"
1/6 Page	2 3/16" x 4 9/16"

## 2026 DEADLINES

ISSUE MONTH	RESERVATION DEADLINE	MATERIALS DEADLINE
JAN/FEB	NOV 3	NOV 10
MAR	DEC 26	JAN 9
APR/MAY	JAN 23	FEB 6
JUN	APR 3	APR 10
JUL/AUG	MAY 1	MAY 13
SEP	JUN 26	JUL 10
OCT	AUG 3	AUG 14
NOV/DEC	SEP 3	SEP 14

## 2026 AD RATES & SPECS

### 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

8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "

#### Live Area

7 $\frac{3}{4}$ " x 10 $\frac{1}{4}$ "

#### Bleeds

Bleeds should extend  $\frac{1}{4}$ " 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.