

Monitor on Psychology

2027 RATES: COLOR

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

2027 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 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

2027 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

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.