Recruit the Best in Psychology

APA psyccCareers MEDIA KIT 2022
CAREER CENTRAL

Secure Your Perfect Hire

APA psycCareers is the premier resource for job seekers and employers in psychology. Our extensive reach in the mental health field allows us to quickly and efficiently connect employers looking to hire with thousands of highly qualified psychologist job seekers.
REACH

12,000+
Registered Job Seekers

650k+
Page Views/Year

40%
APA Members

60%
Non-Member Psychology Professionals
APA Member Job Seekers

We have 4,600+ members* from all areas of the psychology landscape who use APA psycCareers. They are practitioners, scientists, researchers, educators, consultants, and students.

* as of December 31, 2020
REACH

AGE
7% UNDER 30
50% 30–49
35% 50–69

EDUCATION
45% PHD
21% PSYD
19% MA OR OTHER
Employer Benefits

Employers can quickly connect with thousands of highly engaged psychologists through job postings on www.psycCareers.com.

- Quick and easy account registration, management and job posting
- Unlimited access to thousands of exceptionally qualified psychology job seekers and resumes
- Detailed company profile and logo upload capabilities
- 1-on-1 engagement with job seekers through virtual job fairs
APA psycCareers is not only the best source of psychology jobs in the nation, it also offers a wealth of APA resources to help psychologists further their careers.

**IT'S A POWER TOOL:**

- Career Guides
- Networking Tips
- Live and On-Demand Career Management Sessions
- Career Coaching
- 1-on-1 Engagement with Employers through Virtual Job Fairs
The Best Way to Reach Job Seekers

Place your job advertisements where highly qualified psychologists search for open positions—APA psycCareers.

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MULTI-CHANNEL APPROACH

- JOB BOARD
- APA MEMBER EMAIL
- PUBLICATIONS
- BANNER ADVERTISING
- VIRTUAL JOB FAIRS
Job Posting Made Easy

Click on Post a Job at www.psyccareers.com, and choose the package that best meets your needs. Options include everything from single online postings with or without print to bulk packages for multiple postings.
Posting Add-Ons
Boost your visibility and target the people you want with these additional options.

TALENT
Your job will receive performance based (pay-per-click) distribution on other sites including Jobs2Careers, ZipRecruiter, and Juju.

FEATURED
Job rotates in premier position on the job board and apa.org homepages as well as the top of the search results.

SOCIAL
Your job will be hand-posted to the APA psycCareers Twitter feed and the APA LinkedIn page on a weekly basis (up to 4 times).

DIVERSTIY
Attract qualified candidates while increasing the diversity in your organization.

VETERANS
Reach your next great employee and show your support for members of our military and armed forces.
Monitor on Psychology

Build your brand and recruit the best psychologists in the industry by advertising in the Monitor on Psychology, APA’s print magazine. Monitor on Psychology is published 8 times a year, and is received by more than 75,000 APA member psychologists, nonmember clinicians, and institutions.

The special October issue includes a Jobs in Academia recruitment advertising special section.

Received 1 gold and 3 bronze awards in the Associations, Media & Publishing Network’s 2021 Excel Awards
Recruitment Ads

All print ads come with one online job posting on www.psycCareers.com.

**DISPLAY AD**

- THE MOST EXPOSURE FOR YOUR RECRUITMENT ADVERTISING
- BOXED AD WITH A LOGO
- FREQUENCY AND AGENCY DISCOUNTS

**LINE AD**

- MOST COST-EFFECTIVE WAY TO RECRUIT PERSONNEL
- NO FREQUENCY AND AGENCY DISCOUNTS
Virtual Job Fairs

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

CONNECT VIRTUALLY:

- ONE (1) VIRTUAL JOB FAIR BOOTH
- FULL ACCESS TO LIVE CHAT AND VIDEO CONFERENCING
- REVIEW REGISTERED JOBSEEKER RESUMES IN ADVANCE OF THE EVENT AND PERSONALLY INVITE THEM TO VISIT YOU IN YOUR BOOTH
- TWO 30-DAY BASIC JOB POSTINGS ON APA PSYCCAREERS
- UNLIMITED RESUME DATABASE ACCESS FOR 60 DAYS
Ad Rates and Specs

ONLINE/BULK PACKAGES PAGE 16
PRINT PACKAGES PAGES 17–18
APA PSYCCAREERS JOB FAIRS PAGE 19
## Online Packages

### WWW.PSYCCAREERS.COM

<table>
<thead>
<tr>
<th>TYPE</th>
<th>BASIC $499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online exposure for your open position(s)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE</th>
<th>FEATURED $699</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlighted job, stays at the top of search results</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PREMIUM $949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add your job to an email to APA members</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE</th>
<th>ULTIMATE $1,499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-channel exposure to APA members and online job seekers</td>
<td></td>
</tr>
</tbody>
</table>

### ONLINE JOB POSTING
- 30-days job posting

### RESUME DATABASE
- Unlimited access

### FEATURED STATUS
- Highlighted job pinned to the top of search results

### EMAIL TO APA MEMBERS
- Job emailed to more than 100,000 psychologists

### PRINT AD
- Text-only ad in Monitor on Psychology (up to 250 words)

### BANNER AD
- 300 x 250px ad on PsycCareers.com

### APPLICANTS
Based on data pulled by Webscribble Solutions, Inc., the APA psycCareers web hosting vendor, July 2019
- 65% more applicants than basic
- 115% more applicants than basic
- 132% more applicants than basic

### BULK JOB POSTING PACKAGES

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COST</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Post Pack</td>
<td>$1,195</td>
<td>20%</td>
</tr>
<tr>
<td>6-Post Pack</td>
<td>$2,245</td>
<td>25%</td>
</tr>
<tr>
<td>12-Post Pack</td>
<td>$4,190</td>
<td>30%</td>
</tr>
</tbody>
</table>

### UNLIMITED JOB POSTING PACKAGES

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Month Unlimited</td>
<td>$8,000</td>
</tr>
<tr>
<td>6-Month Unlimited</td>
<td>$18,000</td>
</tr>
<tr>
<td>1-Year Unlimited</td>
<td>$30,000</td>
</tr>
</tbody>
</table>
# Print Packages

## MONITOR ON PSYCHOLOGY

<table>
<thead>
<tr>
<th></th>
<th>LINE AD—$250 +$3/word</th>
<th>LINE AD PLUS—$685 +$3/word</th>
<th>DISPLAY AD—based on size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach engaged candidates through print and online exposure.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Job highlighted online and in APA member email.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Showcase your open position(s) using logos and images.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### PRINT

<table>
<thead>
<tr>
<th>Feature</th>
<th>PRINT JOB AD</th>
<th>BOX AND LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>One time black and white print ad</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Standout with graphics</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

### ONLINE

<table>
<thead>
<tr>
<th>Feature</th>
<th>ONLINE JOB POSTING</th>
<th>RESUME DATABASE</th>
<th>EMAIL TO APA MEMBERS</th>
<th>FEATURED STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure on PsycCareers.com</td>
<td>30 days</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Unlimited access</td>
<td>30 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job emailed to more than 100,000 psychologists</td>
<td>60 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highlighted job pinned to the top of search results</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

## 2022 DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>NOV 16</td>
</tr>
<tr>
<td>MAR</td>
<td>JAN 18</td>
</tr>
<tr>
<td>APR/MAY</td>
<td>FEB 15</td>
</tr>
<tr>
<td>JUN</td>
<td>APR 19</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>MAY 24</td>
</tr>
<tr>
<td>SEP</td>
<td>JUL 19</td>
</tr>
<tr>
<td>OCT</td>
<td>AUG 22</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>SEP 20</td>
</tr>
</tbody>
</table>
DISPLAY AD SIZES

Full page: $7,560
Word count: 801-1,000
Horizontal: 6.87" X 9"
Vertical: 5.12" X 8"

2/3 page: $5,040
Word count: 601-800
Horizontal: 6.87" X 5.5"
Vertical: 3.37" X 9"

1/2 page: $3,780
Word count: 401-600
Horizontal: 6.87" X 4.5"
Vertical: 3.37" X 6"

1/3 page: $2,520
Word count: 301-400
Horizontal: 5.12" X 4"
Vertical: 3.37" X 6"

1/4 page: $1,890
Word count: 201-300
Horizontal: 3.37" X 4.5"
Vertical: 1.62" X 9"

1/6 page: $1,260
Word count: 101-200
Horizontal: 3.37" X 3"
Vertical: 1.62" X 6"

1/8 page: $945
Word count: up to 100
Horizontal: 1.62" X 4.5"
## Virtual Job Fairs

Reach highly qualified job seekers in psychology with a remote booth space at one of our virtual job fairs. The virtual format provides an easy, effective way to reach psychologists and answer their questions about your open positions from the comfort of your home.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE</td>
<td>$1,499</td>
</tr>
<tr>
<td>VIRTUAL JOB FAIR BOOTH</td>
<td>One (1)</td>
</tr>
<tr>
<td>LIVE CHAT AND VIDEO CONFERENCING WITH JOB SEEKERS</td>
<td>Full access</td>
</tr>
<tr>
<td>ONLINE JOB POSTINGS</td>
<td>Two 30-day basic job postings</td>
</tr>
<tr>
<td>On APA psycCareers</td>
<td></td>
</tr>
<tr>
<td>RESUME DATABASE ACCESS</td>
<td>Unlimited for 60 days</td>
</tr>
</tbody>
</table>

### HOW IT WORKS

After registering your organization as a participating employer, you will be given access to create and customize your own booth, complete with your logo, images, videos and other information to make your organization stand out. You will also have the ability to review registered jobseeker resumes in advance of the event and personally invite them to visit you in your booth.

Your representatives will connect 1-on-1 with attendees via live text or video chat to get to know potential candidates, answer their questions and determine how to move forward.