



Purpose

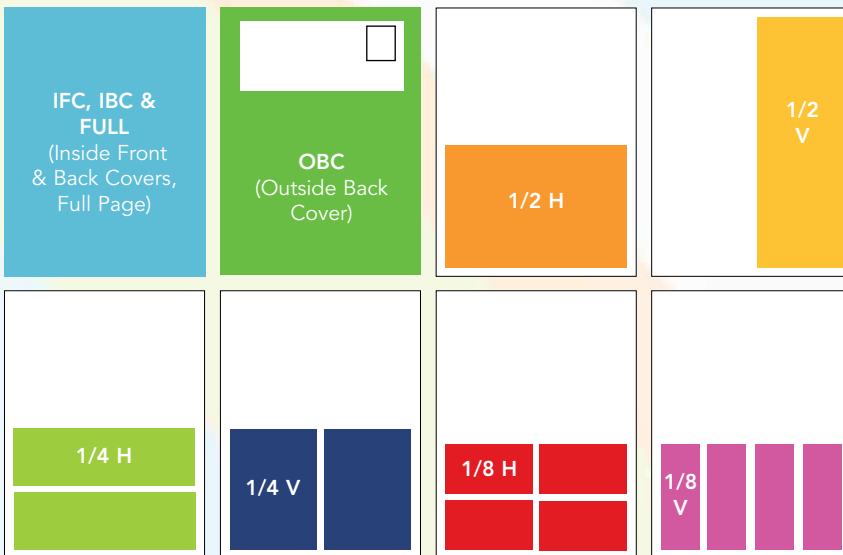
Promote your play therapy products and services to nearly 6,500 APT members and subscribers. *Play Therapy* magazine is a quarterly full-color magazine offering important information about clinical and professional best practices, association program news and recognitions, play therapy books and reviews, and professionally-designed full-color display ads, like this half-page example:



Schedule

Issue	Order/Copy Due	Production	Target Delivery
March	December 31	February 1	March 1
June	March 31	May 1	June 1
September	June 30	August 1	September 1
December	September 30	November 1	December 1

Specifications



- **IFC, IBC & Full** 8.625" x 11.125"
1/8" bleed included
- **OBC** 8.625" x 11.125"
1/8" bleed included
Live Area 7.375" x 7.9875"
(2.3875" from the top to clear the indicha box)
- **1/2 Page H** 7.375" x 4.8542"
- **1/2 Page V** 3.6055" x 9.875"
- **1/4 Page H** 7.375" x 2.3436"
- **1/4 Page V** 3.6055" x 4.8542"
- **1/8 Page H** 3.6055" x 2.3436"
- **1/8 Page V** 1.719" x 4.8542"

Page Trim Size: 8.375" x 10.875"

Bleed Ads Only: Keep vital images and text at least .25" from trim.

NOTE: Any ad that does not precisely meet these mechanical specs will be returned for alteration.

Ads must be submitted in one of the following applications:

- **Adobe Acrobat 8:** Press Ready hi resolution PDF. Fonts must be embedded. Make sure all Black text is 100% Black.
- **Indesign CS3:** All screen and printer fonts and all supporting hi resolution images must be provided.
- **QuarkXpress 7:** All screen and printer fonts and all supporting hi resolution images must be provided. Only "plain" font usage accepted. In Quark - "font" bold or "font" italic should be used on plain settings, no imitation bolds or italics.
- **Adobe Photoshop CS3:** Your file should be saved as CMYK TIF at 300 dpi. Please flatten your file to help avoid font issues. Do not use LZW compression.
- **Adobe Illustrator CS3:** Convert text to outlines as this will help avoid font issues. Please make sure all embedded images are 300 dpi and CMYK. No Spot Colors. We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions and RGB.

We do NOT accept Pagemaker, Publisher, Word or CorelDraw files!

PC Users: Please submit your file as a Photoshop 300 dpi CMYK flattened tif or press optimized pdf as we are mac based.

Proof: A full-size laser proof of the final file is required.

Images: All image files must be CMYK, supplied in either TIFF or EPS format. RGB or Indexed color must be converted to CMYK. Do not save with JPG or LZW compression options. All image files must be 300 DPI at its full imaging size.

Fonts: Screen and Printer fonts must be included. Ads should be built with Macintosh Postscript Type 1 fonts. Please do not provide PC fonts or True Type as they will be substituted with the best matching Postscript Type 1 fonts.

Media: DVD, CD-Rom, Zip - 100MB, 250MB & 750MB, No floppys accepted.

Schedule

Issue	Order/Copy Due	Production	Target Delivery
March	December 31	February 1	March 1
June	March 31	May 1	June 1
September	June 30	August 1	September 1
December	September 30	November 1	December 1

Rates * If not submitting placement-ready, please add Design Fee.
 Excessive edits will accrue additional fees.

Ad	1 Issue	2 Issues	4 Issues	Design Fee*
Back Cover **	<input type="checkbox"/> \$541.00	<input type="checkbox"/> \$952.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
Inside Front Cover **	<input type="checkbox"/> \$541.00	<input type="checkbox"/> \$952.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
Inside Back Cover **	<input type="checkbox"/> \$486.00	<input type="checkbox"/> \$853.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
Full **	<input type="checkbox"/> \$486.00	<input type="checkbox"/> \$853.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
1/2 H/V	<input type="checkbox"/> \$368.00	<input type="checkbox"/> \$641.00	<input type="checkbox"/> \$1,122.00	<input type="checkbox"/> \$133.00
1/4 H/V	<input type="checkbox"/> \$237.00	<input type="checkbox"/> \$411.00	<input type="checkbox"/> \$716.00	<input type="checkbox"/> \$100.00
1/8 H/V	<input type="checkbox"/> \$143.00	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$436.00	<input type="checkbox"/> \$100.00

** Only two issues per year for each 4-issue contract. Full pages are limited to two available per issue.

To Order: **1)** Check applicable box above. **2)** Add Design Fee if applicable.
3) Total Due \$ _____ **4)** Start Month/Year _____

Order Form



To order, complete and submit this page with payment in full (USD) to APT by Order/Copy Due deadline indicated under Schedule. Include text and artwork.

Name: _____ Affiliation: _____ APT Member? Yes No

Address: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment Type: Check/Money Order Credit Card If Credit Card:  

Account #: _____ Expiration Date: _____ CVW _____ Total Due \$ _____

Signature: _____ * Date: _____

* Signature must be same as name on credit card



Self Esteem Shop
 is the one-stop shop for play therapists.

Extensive selection of clinical resources including:

- Books for children on every issue
- Puppets
- Therapeutic Games
- Sandtray Miniatures
- CDs & DVDs
- Toys
- Posters

20% off
 your next online order
 Exp. Date: 2/13/2015
 Coupon Code APTC
Cannot be combined with other coupons. Excludes shipping and handling charges.

If you don't see what you're looking for on our website, give us a call!
 Build your practice and your play therapy room with help from our expert staff.

Self Esteem Shop | 800.251.8336 | Fax: 248.549.0442 | www.selfesteemshop.com

Sample full page ad



Member Flash

Stephanie Carter
401 Clovis Ave., Suite 107
Clovis, CA 93612
Tel (559) 298-3400, Fax (559) 298-3410
scarter@a4pt.org, www.a4pt.org



Purpose

Promote your play therapy products and services to nearly 6,500 mental health professionals. Our Member Flash is an electronic bulletin that informs members about association news and recognitions, approaching deadlines, and displays colorful but inexpensive FlashCoupon ads offering incentives, like this example:



Schedule

Member Flashes are electronically transmitted to APT members bi-weekly on Tuesday morning. FlashCoupons are attached below the news items in each weekly Member Flash.

Specifications

- FlashCoupons display time-limited incentives and use words like "Free", "Save", etc.
- FlashCoupons published in order received.
- Dimensions are 900 pixels x 276 pixels. APT reserves the right to resize any ad that does not satisfy these dimensions. Images must be sent as a JPEG.
- Display name, logo, URL, email, or telephone.
- Include disclaimers expiration date, order codes, etc.

Rates

- One block is one FlashCoupon in four consecutive issues.
- \$130 a block.
- \$95 a block if advertising in other APT media.
- If not submitting placement-ready, please add the \$93.50 design fee.

To Order: **1)** Check applicable box to the left.
2) Add Design Fee if applicable.
3) Total Due \$ _____
4) Start Month/Year _____

Order Form



To order, complete and submit this page with payment in full (USD) to APT preferably at least 10 days in advance of Start Date. Include text and artwork.

Name: _____ Affiliation: _____ APT Member? Yes No

Address: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment Type: Check/Money Order Credit Card If Credit Card:  

Account #: _____ Expiration Date: _____ CVW _____ Total Due \$ _____

Signature: _____ * Date: _____

* Signature must be same as name on credit card



International Journal of Play Therapy

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Purpose

Promote your play therapy products, especially your university play therapy courses and programs, to literally thousands of mental health practitioners in the field and to academics and students at universities within and outside of the United States. The *International Journal of Play Therapy* is a quarterly peer-reviewed journal with scholarly articles about current play therapy research, case studies, theoretical applications, current practices, and offering professionally-designed full page display ads, like this example:



Schedule

Issue	Order/Copy Due*	Production	Target Delivery
January	October 10	October 31	January 15
April	January 10	January 31	April 15
July	April 10	April 30	July 15
October	July 10	July 31	October 15

Number of ads in each issue changes according to number of extra pages available. Call early to reserve priority position.

Specifications

PDF-X1a, PDF, Postscript, EPS and TIFF files accepted. All high resolution images and fonts are embedded in files. Images are SWOP (CMYK or grayscale) and 300 dpi. Trim size 7"W by 10"H. Include standard trim, bleed, and registration marks. Include 1/4" bleed. All live matter is kept 1/4" within publication trim size. Ads that do not bleed are 5"W x 7.5"H". Total area density should not exceed 300%. Grayscale images greater than 85% density may be filled on press. All required image trapping is included in file.

Rates * If not submitting placement-ready, please add Design Fee.

Ad	1 Issue		per issue		Design Fee*	
				4 Issues		
Back Cover Color	<input type="checkbox"/>	\$650.00	<input type="checkbox"/>	\$625.00	<input type="checkbox"/>	\$100.00
Back Cover B/W	<input type="checkbox"/>	\$550.00	<input type="checkbox"/>	\$525.00	<input type="checkbox"/>	\$100.00
Inside Back Cover B/W	<input type="checkbox"/>	\$500.00	<input type="checkbox"/>	\$455.00	<input type="checkbox"/>	\$100.00
Inside Full Page B/W	<input type="checkbox"/>	\$450.00	<input type="checkbox"/>	\$430.00	<input type="checkbox"/>	\$100.00

- To Order: **1)** Check applicable box to the left.
2) Add Design Fee if applicable.
3) Total Due \$ _____
4) Start Month/Year _____

Order Form to APA

To place your order, complete and return this page by Order/Copy Due deadline to APA Advertising Sales, 750 First Street NE, Washington D.C. 20002. Orders must include ad layout (or text and artwork) and fee (USD) payable to the American Psychological Association (APA).

Name: _____ Affiliation: _____

Address: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment Type: Check/Money Order Credit Card If Credit Card:

Account #: _____ Expiration Date: _____ Total Due \$ _____

Signature: _____ * Date: _____

* Signature must be same as name on credit card