



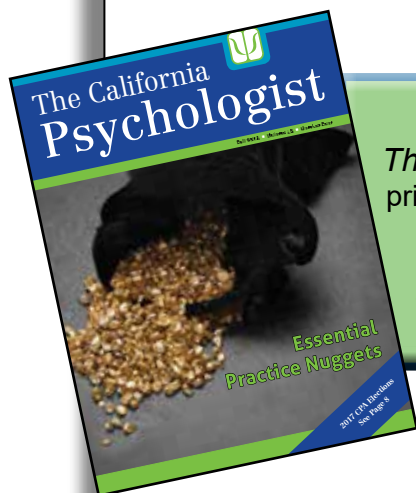
The Voice of Psychology in California

# Media Planner

2017 Print and Digital Advertising Opportunities

Reach the California psychology professional community cost-effectively .

## The California Psychologist



— NEW —

*The California Psychologist* print ads now include a digital link to your website in the digital versions of *The California Psychologist*!

### Fast Facts

#### The California Psychologist Readership - 11,000

- 70% of readers read all or most of *The California Psychologist*.
- More than two in five readers have purchased services or products based on advertising in *The California Psychologist*.
- 89.5% of readers consider *The California Psychologist* to be an important member benefit.

**For more California Psychologist details, see page 2**

**For more information, please contact:**

Diana Granger  
CPA Advertising Manager  
Phone: (530) 642-0111  
granger@cwo.com

## CPApsych.org Website Fast Facts



**On average, www.CPApsych.org receives:**

- 7,700 Users per month
- 32,000 page views per month
- More than three page views per visit

**Features of CPA website advertising:**

- Cross-promoted in other CPA communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

**For more CPA website details, see page 4**

# The California Psychologist

## Connect with California's professional psychology community

### California Psychologist Readership Profile

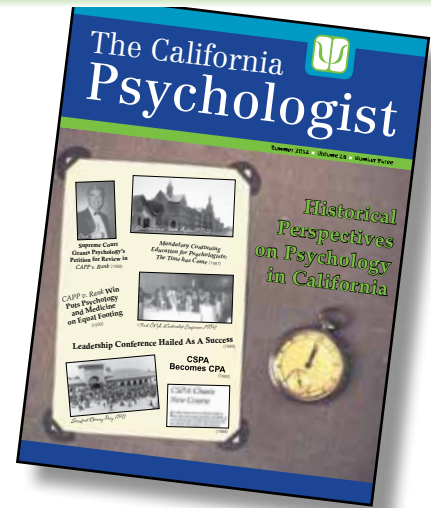
- 70% of readers read all or most of *The California Psychologist*.
- More than two in five readers have purchased services or products based on advertising in *The California Psychologist*.
- 89.5% of readers consider *The California Psychologist* to be an important member benefit.

### The California Psychologist magazine

*The California Psychologist magazine* is a professional publication designed and published for psychology professionals in a variety of practice settings. In addition to print, *The California Psychologist magazine* is also available to readers in a digital version. ALL print display advertisers receive the unique benefit of digital media with a free URL link in the digital editions.

### Advertisers who will benefit from accessing this key group of decision-makers include:

- Test and psychology products/services
- Attorneys specializing in representing psychologists with the BOP, professional incorporation needs, group practices
- Professional mental health speciality education
- Affiliated psych services; for instance, dual diagnosis/addiction related residential programs, adolescent residential programs
- Professional schools, offering doctoral psychology programs or strong CE/special master's programs
- Billing or other business services
- Insurance services - professional liability, health, life, auto, etc.
- Accounting services for professionals
- Business/professional marketing for private practice and groups
- Employers – hospitals, county MH, corrections, military
- CE Providers



Psychology professionals who read *The California Psychologist* magazine are in a variety of practice settings and have a variety of practice interests which include:

- Private and Professional Practice
- Education and Training
- Consulting and Industrial/Organizational
- Public Service (County MH, State and Federal Prisons, State Hospitals/Developmental Centers)
- Psychopharmacology
- Media and Technology
- Diversity and Social Justice
- Neuropsychology

### For more information, please contact:

Diana Granger  
P: (530) 642-0111  
F: (530) 622-6033  
granger@cwo.com

# The California Psychologist

**MAGAZINE: Print and digital**

## ADVERTISING RATES

**NEW!** All rates include an eLink in the digital edition of the magazine.

\*All display print rates include one FREE eLink with your ad in the digital version of the magazine.

Revisions and Proofs: \$50.00  
Position Guarantee: 15% Premium

### INSIDE PAGES

Black & White Rates	1x	2 - 3x	4x
Full Page	\$850	\$775	\$700
1/2 Page	\$525	\$475	\$425
1/3 Page	\$425	\$375	\$325
1/4 Page	\$325	\$300	\$275

### COLOR RATES

Add an additional \$300 per issue to the b/w rate above.

### COVER POSITIONS & SPREAD

Rates include **full color**

Rates	1x	2 - 3x	4x
Inside Front Cover	\$1,750	\$1,600	\$1,450
Inside Back Cover	\$1,650	\$1,500	\$1,350
Outside Back Cover	\$1,900	\$1,750	\$1,600
Double-Page Spread	\$1,950	\$1,825	\$1,700

### CLASSIFIED ADVERTISING

Classified advertisements are listed in the back of the publication under one of the following categories: Office Space, Opportunities, Billing Services, Conferences/CE Opportunities and Buy/Sell. **Fee:** \$60 for every 35 words or portion thereof. All classified ad copy will be accepted only via email. No advertisements will be taken over the phone. No exceptions. Payment by American Express, Visa or MasterCard must accompany all classified advertisement requests.

#### \*\*Note to Display and Classified Advertisers

If your course offers continuing education credit for psychologists, the advertisement must state the source and status of the credit at the time the ad is submitted.

### DEADLINES & THEMES

Issue	Theme	Space Reservation	Artwork Due
Winter	<i>Pre-Conference issue!</i> Inspiration You Can Use	Nov 14	Nov 21
Spring	Language & Linguistic Diversity	Feb 13	Feb 17
Summer	Gender: Exploring New Frontiers	May 15	May 19
Fall	The Moving Mind: Mental Health & Exercise	July 14	July 21

# The California Psychologist

## MECHANICAL REQUIREMENTS

FULL Page w/ bleed 8 5/8" x 11 1/8"	FULL Page no bleed 7 1/2" x 9 7/8"	1/2 Page Horizontal 7 1/2" x 4 7/8"	1/2 Page Long Vertical 3 5/8" x 9 11/16"
1/3 Page Horizontal 4 3/4" x 4 7/8"	1/3 Page Vertical 2 1/4" x 9 11/16"	1/4 Page Vertical 3 5/8" x 4 7/8"	BACK Cover 8 7/8" x 9" with bleed 8" x 8" no bleed

**Note:** Text placed outside the live area may be cut off. Please keep text within 1/2 " of the trim size on all edges

**Publication TRIM size:**  
8 3/8" x 10 7/8"

### ARTWORK REQUIREMENTS

All digital color and b/w artwork must be supplied at 300dpi, high-res PDF or JPEG files are preferred. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.



The Voice of Psychology in California

## WEBSITE

### **BANNER ADVERTISING**

Prices are monthly. There are no additional pay-per-click fees. You must provide the banner. Banner advertisements are changed once per month, on or near the first of the month.

#### **Banner Ad Rates\***

CPA homepage: \$250/month

All of site except for homepage: \$400/month

Entire site including homepage: \$475/month

#### **\*Discounts:**

10% off if three months pre-paid

15% off if six months pre-paid

25% off if one year pre-paid

#### **Banner Ad Specifications:**

270 pixels wide x 180 pixels high;

45k maximum file size - 72dpi

GIF or JPEG format only.

*No Flash. No animated GIF.*

## RESERVING ADVERTISING SPACE AND SUBMITTING ARTWORK

Please submit insertion orders, contracts, confirmations and artwork to:

Diana Granger

P: (530) 642-0111

F: (530) 622-6033

granger@cwo.com

### **ADVERTISING POLICIES**

#### **PUBLISHER'S STATEMENT**

•The California Psychological Association (CPA) and/or Communications by Design (publisher), Granger Marketing Works (advertising) or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control.

•In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless The California Psychological Association and/or Communications by Design, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

•Rates listed are net. All ads are commissionable only to agencies of record. All rates in U.S. funds, payable in U.S. funds.

•Copy and contract subject to approval. Right reserved to refuse advertisements deemed not to be in the best interest of CPA or the psychology profession and/or not keeping with the publication's or the profession's standards.

•Alterations to ads or any materials must be received by the closing date. All alterations made after the material closing date are subject to additional rush charges of no less than 20% of the space rate. Corrections in proofs received less than 30 days before date of issue are not guaranteed.

•Improperly prepared materials are subject to production charges at \$100 per hour but not less than 20% of the space rate. Production services are non-commissionable.

#### **PAYMENT AND BILLING POLICIES**

•Credit card payment required on all single-placement ads – classified or display.

•Multiple issue ads are billed on publication, and payment in full is expected within 30 days.

•A 2% charge will be assessed on bills over 30 days old and on every additional month thereafter.

•If a display ad is ordered with a multiple placement contract, a 5% rate reduction will be given if the advertiser provides a credit card number on the advertising contract to allow for automatic billing on each placement.

•If a credit card fails for a second attempt and/or we have to acquire a second card number from the advertiser, any discount given will be forfeit. If no discount was given, a 2% charge will be assessed.

#### **CANCELLATIONS**

•Contracts are non-cancelable for contract period.

•A 75% charge will be assessed to the agency or advertiser for failure to fulfill the contract.

#### **DISCOUNTS**

•No other discounts will be given with the exception of trade outs or make goods. Trade outs and make goods are at the discretion of the advertising manager.

*The California Psychologist* is published by  
Communications by Design  
(916) 419-3200 • (916) 928-0449 fax  
Debbie@commsbydesign.com



# Advertising Contract Insertion Order



**CALIFORNIA  
PSYCHOLOGICAL  
ASSOCIATION**

The Voice of Psychology in California

California PSYCHOLOGIST display ads and  
CPA website ads

DATE: \_\_\_\_\_

THE California Psychological Association is authorized to insert advertising for:

as specified below and in accordance with the rates and terms of the 2017 RATE CARD. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue. \*Payment w/credit cards receive 5% discount:

SPECIFICATIONS: Number of PRINT AD Insertions: \_\_\_\_\_ Starting Issue: \_\_\_\_\_

Number of Website AD Months: \_\_\_\_\_ Starting Month: \_\_\_\_\_

Comments: \_\_\_\_\_

### California PSYCHOLOGIST Display ADS

Check the ad size for each	Cover(s)	Full	1/2	1/3	1/4	Ad Cost
CA PSYCH–Winter _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CA PSYCH–Spring _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CA PSYCH–Summer _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CA PSYCH–Fall _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

**PRINT AD TOTAL \$** \_\_\_\_\_

**WEBSITE Banner ad** \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
# months cost per insertion

\*Discount (show negative number like -50) \_\_\_\_\_

**PRINT AND SCREEN AD NET TOTAL \$** \_\_\_\_\_

### AD DETAILS

**Color or B/W**      **1/2 or 1/3 page**  
 4-Color       horizontal  
 Black & White       vertical

**Please Specify**

Electronic artwork will be supplied as specified  
 Pick up previous artwork

### CONTRACT & ARTWORK SUBMISSION

Please submit contracts, insertion orders, confirmations and artwork to:

**Diana Granger** - Publisher's Advertising Manager  
**granger@cwo.com**  
**(530) 642-0111 • (530) 622-6033 FAX**

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay California Psychological Association for all insertions on this contract. Multiple insertions can be paid individually with each issue. Single issue contracts must be prepaid. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or nondelivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order. For complete Advertising Policies, please see page 4 of the CPA Media Planner.

Agreed to by: Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Authorized Sig: \_\_\_\_\_

\*\*Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (      ) \_\_\_\_\_

E-Mail \_\_\_\_\_

Website (URL) \_\_\_\_\_

Accepted by \_\_\_\_\_ (for CPA)

### CREDIT CARD BILLING information

*If paying by credit card:*

\*\*Credit Card Billing information:  Visa  MasterCard  Amex  Discover

CC #: \_\_\_\_\_ Exp: \_\_\_\_\_ CVC #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Sig: \_\_\_\_\_