

PSI CHI Advertising Contract: *Digest* e-Newsletter

OUR DIGEST

Reach Future Professionals First

With a niche audience of more than 23,000 annual incoming elite* Psi Chi members, our *Digest* e-newsletter allows you to connect with psychology majors and minors, often before they have joined any other professional organization.

Our Unique Mailing List

180,000+ e-mail subscriptions establishes the *Digest* as a gateway to market your products and services. Each month, separate *Digests* are sent to students and faculty, allowing you to select the appropriate audience for your content. Alumni also receive a unique quarterly email.

- 90,000+ undergraduate students
- 6,000+ graduate students
- 1,400+ faculty
- 85,000+ alumni members

Additional Benefit to Your Investment

Archive issues of the *Digest* are on our website temporarily for 6 months to both members and nonmembers alike.

Two Ways to Advertise

The *Digest* will accept up to three banner ads per issue based on a first-come basis. You may also choose a 50-word written ad (see examples below).

PSI CHI
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The latest news from the PSI CHI Central Office

Feed the Monster Your Articles. And Get Published!

Our new blog, [Psi-Chi-ology Lab](#), is ready to start eating up 400- to 1,000-word articles—both entertaining and educational—authored by Psi Chi members everywhere! Read our first article [HERE](#).

Better yet, put on a pair of lab goggles and [submit your own articles](#). Creativity, humor, and passion are all welcome! One person who submits an article before March 8 will receive a **\$25 Amazon gift card**.

PUBLICATIONS

Grad School Questions? We Can Help.

We have just released *An Eye on Graduate School: Guidance Through a Successful Application*. This digital eBook contains the best articles on grad school all in one place. Navigate the seven primary steps that are vital to your acceptance at the graduate program of your choice. Only \$4.99 for Psi Chi members.

ADVERTISEMENT

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Ad Size
180 x 130 pixels

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Apply Now for Fall 2017!

California Lutheran University's [Graduate School of Psychology](#) is still accepting applications for Fall, for their two Master of Science programs: one in Counseling Psychology/MFT, and one in Clinical Psychology. Don't wait another year to elevate your career and make a meaningful impact on the community. **APPLY NOW.**

Open Stats Lab

OpenStatsLab.com is a new, free resource for the teaching of introductory statistics. Unlike the data sets that come included with textbooks, which are sometimes simplistic and uninteresting, OSL features real-world data sets from published research and allow

* cumulative GPA in the top 35% of their class

CLIENT INFORMATION	
Advertiser	
Contact Name	
Address Street or P.O. Box	
City State Zip Country	
Phone (daytime)	E-mail
Submitted by	
Authorized Signature	

DIGEST E-NEWSLETTER			
Target Audience			
<input type="checkbox"/> Students	<input type="checkbox"/> Faculty	<input type="checkbox"/> Alumni (quarterly)	
Issue			
<input type="checkbox"/> 201__ January	<input type="checkbox"/> 201__ February	<input type="checkbox"/> 201__ March	<input type="checkbox"/> 201__ April
<input type="checkbox"/> 201__ May	<input type="checkbox"/> 201__ June	<input type="checkbox"/> 201__ July	<input type="checkbox"/> 201__ August
<input type="checkbox"/> 201__ September	<input type="checkbox"/> 201__ October	<input type="checkbox"/> 201__ November	<input type="checkbox"/> 201__ December
Type of Ad Dimensions Cost per issue			
<input type="checkbox"/> 50-word written ad \$750 per issue		<input type="checkbox"/> Banner ad image \$1,200 per issue	
Price: ____ (number of months) x \$ ____ = \$			

AD SPECIFICATIONS

50-word written ad:

Limited to 50-word description of your service or product including URL to your website. All messages must be preapproved for content and subject to minor edits for consistency.

Banner ad image:

JPEG/PNG format only | 72 dpi resolution | RGB colors
Dimensions: 170 (w) x 130 (h) pixels

CONTACT

Submit contract by e-mail to

Susan Iles
Advertising Sales Manger
E-mail: psichieye@psichi.org
Phone: 423-771-9964

Deadline and billing:

All ads and payment are due 14 days before the start of the first preferred mailing month.

See current issues of our *Digest* at <http://www.psichi.org/?page=digest>



All advertisements must be scholarly and professional in nature, and Psi Chi reserves the right to reject (or cancel) any ads that are not in the best interest of the Organization or consistent with the Society's mission.

