

PSI CHI Advertising Contract: Website

CLIENT INFORMATION

Advertiser

Contact Name

Address | Street or P.O. Box

City | State | Zip | Country

Phone (daytime)

E-mail

Submitted by

Authorized Signature

WEBSITE (psichi.org/Store & psichi.org/?page=JoinToday)

Select month for display of ad on website

<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

Price: ____ (number of months) x \$1,500 = \$

PSICHI.ORG

Advertising on **psichi.org** allows you to connect with psychology majors and minors, often before they have joined any other professional organization. With more than 700,000 inducted members, Psi Chi is the world's largest student psychology organization.

Psi Chi members are top performers in their classes who quest for knowledge about the field of psychology and conducting research. During the 2015–16 fiscal year, psichi.org received **1.67 million page views**. Top activities include

- joining the psychology honor society
- purchasing graduation regalia
- applying for awards and grants
- networking opportunities with like-minded students
- seeking job opportunities on our career board
- presenting research at regional conventions
- learning about research and fields of psychology

To maintain a steady flow of traffic year round, the Society regularly encourages members to visit our website through Psi Chi Digest e-mails (180,000+ subscribers), materials provided at regional and national conventions, and our three social media platforms.

- Facebook (22,500+ followers)
- Twitter (4,700+ followers)
- LinkedIn (10,200+ followers)

AD SPECIFICATIONS

Digital format

JPEG only | 72 dpi Resolution | RGB colors
Dimensions: 180 x 180 pixels

DEADLINE/BILLING

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

CONTACT

Submit contract by e-mail to

Susan Iles
Advertising Sales
Psi Chi Central Office
E-mail: psichieye@psichi.org
Phone: 423-771-9964

The screenshot shows the Psi Chi website interface. At the top, there is a navigation bar with links for ABOUT, JOIN, MEMBER/CHAPTER, REGIONS, AWARDS/GRANTS, PUBLICATIONS/NEWS, STORE, FAQ, ADMIN, and LOGOUT. Below the navigation bar, there is a section for Psi Chi Merchandise featuring a photo of a student wearing a Psi Chi hoodie and a list of items including a water bottle, a keychain, and a USB drive. To the right, there is an advertisement for Psi Chi's new digital writing device, which is a stylus for a tablet. Below the advertisement, there is a section for 'Become a Journal Reviewer!' and a calendar for the year 2017, listing various conventions and events.

See our Store page at www.psichi.org/Store



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.

