

# 5 Reasons to Advertise in *Eye on Psi Chi*



## 1 Reach Future Professionals First

With a niche audience of more than 22,000 annual incoming elite\* Psi Chi members, our magazine allows you to connect with psychology majors and minors, often before they have joined any other professional organization.

## 2 Our Unique Mailing List

**180,000+** e-mail subscriptions establishes the *Eye* as a gateway to market your products and services. Each quarter, these subscribers receive an engaging, visually friendly e-mail that features articles in the latest magazine issue.

- 96,000+ students
- 1,400+ faculty
- 85,000+ alumni members

## 3 Compelling, Free Content

For more than 20 years, the *Eye* has helped shape aspiring young minds. Features about career advice and grad school, interviews with distinguished experts, and much more draws readers back, again and again.

## 4 Psi Chi's Global Reach

Psi Chi is the world's largest student psychological organization with more than 700,000 inducted members across the United States and 11 countries. The Society also distributes each *Eye* issue across three social media platforms.

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

## 5 Timeless Benefits to Your Investment

All *Eye* issues are permanently free online to both members and nonmembers alike. During the 2015–16 fiscal year, **psichi.org** received 1.67 million page views, ensuring that students and professionals will see your advertisement for years to come.

\* Cumulative GPA in the top 35% of their class.

### Digital Publication

AD SIZES	WIDTH X DEPTH	COST
Full page bleed	8 ¾" x 11 ¼"	\$2,400
Full page	7" x 8 ⅞"	\$2,400
Half page (horizontal)	7" x 4 ¼"	\$1,250
Half page (vertical)	3 ½" x 8 ⅞"	\$1,250
1/3 page (horizontal)	7" x 2 ⅞"	\$900
1/3 page (vertical)	2 ½" x 8 ⅞"	\$900
1/4 page	3 ¼" x 4 ¼"	\$650
1/6 page	2 ⅛" x 4 ¼"	\$500

Format: TIFF, EPS, and PDF 300 dpi

Issue	Ad Closing	Materials Due	Available Online
Volume 22			
Fall 2017	July 15, 2017	July 31, 2017	August 31, 2017
Winter 2018	October 1, 2017	October 15, 2017	November 17, 2017
Spring 2018	December 1, 2017	December 15, 2017	January 26, 2018
Summer 2018	Feb 15, 2018	March 1, 2018	April 15, 2018

Notes: production schedules subject to change

### PRINT SPECIAL EDITION

Five copies of the Special Edition print issue are mailed to chapters once a year to display in their psychology departments. In addition, copies of the Special Edition issue are sent throughout the year to our 6 regional conventions along with our national convention at APS.

### Print Publication

AD SIZES	WIDTH X DEPTH	COST
Full page, back cover	8 ¾" x 11 ¼"	\$3,600
1/2 page, horizontal	7" x 4 ¼"	\$2,000
1/2 page, vertical	3 ½" x 8 ⅞"	\$2,000

Note: 16 page issue, ad space is limited to a one-page ad and two-half page ads.

Issue	Ad Closing	Materials Due	Delivery
Special Ed 2018	December 1, 2017	December 15, 2017	January 31, 2018
Special Ed 2019	December 1, 2018	December 15, 2018	January 31, 2019

Notes: production schedules subject to change

Download *Eye on Psi Chi* for FREE at [http://www.psichi.org/?page=eye\\_main](http://www.psichi.org/?page=eye_main)



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.



# PSI CHI Advertising Contract: *Eye on Psi Chi*

## AD SPECIFICATIONS

### Digital format

PDF, EPS, and TIFF

### Resolution

300 dpi

B&W line art—1,200 dpi

### Color

CMYK colors only

No RGB or Pantone colors

### PDF settings

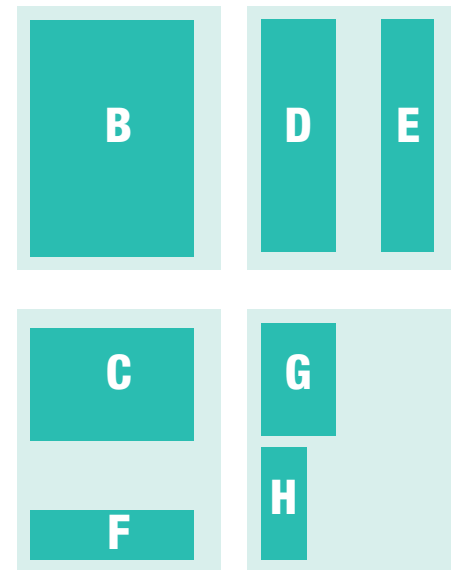
Press quality

Embed all fonts

### Full Page Bleed

1/8" inch bleed for full-page bleed ads

Bleed ads should include crop marks



### Submit contract by e-mail to

Susan Iles

Advertising Sales

Eye on Psi Chi

Psi Chi Central Office

E-mail: [psichieye@psichi.org](mailto:psichieye@psichi.org)

Phone: 423-771-9964

### Billing

Payment due upon receipt of invoice

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

DIGITAL PUBLICATION			
Issue			
<input type="checkbox"/> Fall _____	<input type="checkbox"/> Winter _____	<input type="checkbox"/> Spring _____	<input type="checkbox"/> Summer _____
Size/Dimensions			
<input type="checkbox"/> Full page bleed 8 3/4" x 11 1/4"	<input type="checkbox"/> Full page (no bleed) 7" x 8 7/8" (B)	<input type="checkbox"/> Half page (horizontal) 7" x 4 1/4" (C)	<input type="checkbox"/> Half page (vertical) 3 1/2" x 8 7/8" (D)
<input type="checkbox"/> 1/3 page (vertical) 2 1/2" x 8 7/8" (E)	<input type="checkbox"/> 1/3 page (horizontal) 7" x 2 7/8" (F)	<input type="checkbox"/> 1/4 page 3 1/4" x 4 1/4" (G)	<input type="checkbox"/> 1/6 page 2 1/8" x 4 1/4" (H)
Price: \$			

PRINT PUBLICATION			
Issue			
<input type="checkbox"/> Special Edition 2018		<input type="checkbox"/> Special Edition 2019	
Size/Dimensions			
<input type="checkbox"/> Full page bleed 8 3/4" x 11 1/4"	<input type="checkbox"/> Full page (no bleed) 7" x 8 7/8"	<input type="checkbox"/> Half page (horizontal) 7" x 4 1/4"	<input type="checkbox"/> Half page (vertical) 3 1/2" x 8 7/8"
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