ASSOCIATION FOR
PSYCHOLOGICAL SCIENCE

- Print Advertising
- Online Advertising
- Mobile Advertising
- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions

MEDIA KIT
Effective January 2017
Psychological Science (PSYS), the flagship journal of the Association for Psychological Science, is a leader in the field of psychology, with a citation ranking/impact factor that consistently places it in the top 10 psychology journals worldwide. The journal publishes cutting-edge research articles, short reports, and research reports spanning the entire spectrum of the science of psychology. This journal is the source for the latest findings in cognitive, social, developmental, and health psychology, as well as behavioral neuroscience and biopsychology. Psychological Science routinely features studies employing novel research methodologies and the newest, most innovative techniques of analysis.

**FREQUENCY:** Monthly  
**PRINT CIRCULATION:** 9,000

### 2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Display and Classified</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
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<tr>
<td>1 page</td>
<td>$1,425</td>
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<td>$1,215</td>
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<tr>
<td>½ page</td>
<td>$1,140</td>
<td>$1,115</td>
<td>$970</td>
<td>$925</td>
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<tr>
<td>¼ page</td>
<td>$685</td>
<td>$585</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above) ................................................................. $1,420

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

### COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Earned B&amp;W rate + 35%</th>
<th>Earned B&amp;W rate + 25%</th>
<th>Earned B&amp;W rate + 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Facing Table Of Contents</td>
<td>Facing First Text Page</td>
<td>Other Specified Positions</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Facing Table Of Contents</td>
<td>Facing First Text Page</td>
<td>Other Specified Positions</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Facing Table Of Contents</td>
<td>Facing First Text Page</td>
<td>Other Specified Positions</td>
</tr>
</tbody>
</table>

**2017 DEADLINES**

<table>
<thead>
<tr>
<th>Month</th>
<th>Space reservation due</th>
<th>Materials due</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/10/2017</td>
<td>1/18/2017</td>
<td>1/27/2017</td>
</tr>
<tr>
<td>March</td>
<td>2/10/2017</td>
<td>2/17/2017</td>
<td>3/1/2017</td>
</tr>
<tr>
<td>April</td>
<td>3/15/2017</td>
<td>3/22/2017</td>
<td>3/31/2017</td>
</tr>
<tr>
<td>May</td>
<td>4/10/2017</td>
<td>4/17/2017</td>
<td>4/26/2017</td>
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<tr>
<td>June</td>
<td>5/8/2017</td>
<td>5/15/2017</td>
<td>5/24/2017</td>
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<tr>
<td>July</td>
<td>6/14/2017</td>
<td>6/21/2017</td>
<td>6/30/2017</td>
</tr>
<tr>
<td>August</td>
<td>7/10/2017</td>
<td>7/17/2017</td>
<td>7/26/2017</td>
</tr>
<tr>
<td>September</td>
<td>8/10/2017</td>
<td>8/17/2017</td>
<td>8/28/2017</td>
</tr>
<tr>
<td>October</td>
<td>9/7/2017</td>
<td>9/14/2017</td>
<td>9/25/2017</td>
</tr>
<tr>
<td>November</td>
<td>10/9/2017</td>
<td>10/16/2017</td>
<td>10/25/2017</td>
</tr>
<tr>
<td>December</td>
<td>11/7/2017</td>
<td>11/14/2017</td>
<td>11/27/2017</td>
</tr>
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</table>

**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

**Cover Tips:** An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the Journal.

**Belly Bands:** Another exclusive visibility option. Your ad would wrap around the entire journal.

**Outserts:** Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.
**Clinical Psychological Science (CPx)** publishes advances in clinical science and provides a venue for cutting-edge research across a wide range of conceptual views, approaches, and topics. The Journal encompasses many core domains that have defined clinical psychology, but also boundary-crossing advances that integrate and make contact with diverse disciplines and that may not easily be found in traditional clinical psychology journals. Among the key topics are research on the underlying mechanisms and etiologies of psychological health and dysfunction; basic and applied work on the diagnosis, assessment, treatment, and prevention of mental illness; service delivery; and promotion of well-being.

**FREQUENCY:** Quarterly  
**PRINT CIRCULATION:** 15,800

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**Current Directions in Psychological Science (CDPS)** publishes reviews by leading experts covering all of scientific psychology and its applications. Each issue of Current Directions features a diverse mix of reports on various topics such as language, memory and cognition, development, the neural basis of behavior and emotions, various aspects of psychopathology, and theory of mind. These articles allow readers to stay apprised of important developments across subfields beyond their areas of expertise and bodies of research they might not otherwise be aware of. The articles in Current Directions are also written to be accessible to non-experts, making them ideally suited for use in the classroom as teaching supplements.

**FREQUENCY:** Quarterly  
**PRINT CIRCULATION:** 3,160 Paid

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**2017 Display and Classified Rates**

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<tr>
<th>B&amp;W</th>
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<tbody>
<tr>
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</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**Color Rates:** 4-Color charge (in addition to B&W rate above) $1,420

**Agency Commission:** 15%
ADVERTISING OPPORTUNITIES WITH ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

PPS 2016 DEADLINES

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PSPI 2017 DEADLINES

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<tr>
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<tr>
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<td>4/26/2017</td>
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<tr>
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PERSPECTIVES IN PSYCHOLOGICAL SCIENCE

Perspectives on Psychological Science (PPS) publishes an eclectic mix of provocative reports and articles, including broad integrative reviews, overviews of research programs, meta-analyses, theoretical statements, book reviews, and articles on topics such as the philosophy of science, opinion pieces about major issues in the field, autobiographical reflections of senior members of the field, and even occasional humorous essays and sketches. Perspectives contains both invited and submitted articles. An article in 2009 investigating correlational analyses commonly used in neuroimaging studies is still reverberating throughout the field, and a recent special issue of Perspectives, featuring prominent researchers writing about what they consider to be “The Next Big Questions in Psychology,” continues to shape the future trajectory of the discipline.

FREQUENCY: 6x/year
PRINT CIRCULATION: 7,000

2017 PRINT ADVERTISING RATES

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COLOR RATES: 4-Color charge (in addition to B&W rate above) $1,420
AGENCY COMMISSION: 15%

PSYCHOLOGICAL SCIENCE IN THE PUBLIC INTEREST

Psychological Science in the Public Interest (PSPI) is a unique journal featuring comprehensive and compelling reviews of issues that are of direct relevance to the general public. These reviews are written by blue ribbon teams of specialists representing a range of viewpoints and are intended to assess the current state-of-the-science with regard to the topic. Among other things, PSPI reports have challenged the validity of the Rorschach and other projective tests; have explored how to keep the aging brain sharp; and have documented problems with the current state of clinical psychology. PSPI reports are regularly featured in Scientific American Mind and are typically covered in a variety of other major media outlets.

FREQUENCY: 3x/year
PRINT CIRCULATION: 6,200

2017 PRINT ADVERTISING RATES

<table>
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AGENCY COMMISSION: 15%
ADVERTISING OPPORTUNITIES WITH
ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Facing Table Of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to High-Impact Print Advertising your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

OTHER MARKETING OPPORTUNITIES
GENERAL INFORMATION

MEMBERSHIP
APS has approximately 23,000 members and includes the leading psychological scientists and academics, clinicians, researchers, teachers, and administrators.

ANNUAL MEETING
The Annual Meeting of the Association for Psychological Science will be held on May 17-20, 2017, in Pittsburgh, PA.

For more information regarding exhibiting, please visit the conference website: www.psychologicalscience.org/convention

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:
All advertising is subject to the publisher’s and APS’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

PUBLISHER
SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320, Phone: (805) 499-0721, Fax: (805) 410-7009

SOCIETY AFFILIATION
Association for Psychological Science (APS)

ABOUT APS
The Association for Psychological Science (APS), founded in 1988, is a non-profit international organization dedicated to scientific psychology. The Association’s mission is to promote, protect, and advance the interests of scientifically oriented psychology in research, application, teaching, and the improvement of human welfare.

APS publishes four leading journals:

- Psychological Science
- Current Directions in Psychological Science
- Perspectives on Psychological Science
- Psychological Science in the Public Interest
- Clinical Psychological Science

Members by Major Field

- Cognitive, 18%
- Personality/Social, 19%
- Biological/Neuroscience, 7%
- I/O, 7%
- Developmental, 11%
- Experimental, 10%
- Quantitative, 2%
- Educational, 3%
- I/O, 7%
- Other, 3%
- General, 5%
ADVERTISING OPPORTUNITIES WITH
ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

All Advertising subject to APS approval.

ARTWORK SPECIFICATIONS

FOR ALL TITLES
Trim Size: 8 3/8” x 10 7/8”

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page:</td>
<td>7” w x 10” h</td>
</tr>
<tr>
<td>1/2 page horizontal:</td>
<td>7” w x 4 7/8” h</td>
</tr>
<tr>
<td>1/2 page vertical:</td>
<td>3 3/8” w x 10” h</td>
</tr>
<tr>
<td>1/4 page vertical:</td>
<td>3 3/8” w x 4 7/8” h</td>
</tr>
</tbody>
</table>

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions:
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

Proof Instructions
• Color Ads: An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
• B&W Ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

CONTACT INFORMATION

FOR ALL ADVERTISING INQUIRIES
Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

FOR ARTWORK DELIVERY
Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: 603-643-2220 x 234

FOR REPRINT AND SUPPLEMENT SALES
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

File Submission Instructions
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8” from gutter.

All live copy should be no closer than ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS
Final size of all BRCs must be 4 ¼” h x 6” w.
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

DIGITAL ADVERTISING DISCLAIMER
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.