

Advertising Rates And Specifications - 2018



VOLUME 12 NUMBER 2 MARCH 2017

The Malleable Side of Human Nature: A Meta-Analysis and Critical Review of the Literature on the Dark Triad (Narcissism, Machiavellianism, and Psychopathy)
 Fred M. Heine, Michaela H. H. Heine, Henry Sigmund, and David Meyer

Investigation of Crossnationally Homogeneous Relationships: Theories, Methods, and New Directions
 Tom Conroy, Jessica M. Alford, Amy Catherine Miles, and Al. Dagher

Wisdom in Context
 Ignatios Giannopoulos

A Growing Disconnection From Nature Is Evident in Cultural Products
 Seth Brasher and Peter Kanold

Status-Based Identity: A Conceptual Approach Integrating the Social Psychological Study of Socioeconomic Status and Identity
 Alexander Daniels, Michelle R. Phelan, and James A. Hebl

Can Memories of Traumatic Experiences or Addiction Be Erased or Modified? A Critical Review of Research on the Disruption of Memory Reconsolidation and Its Applications
 Michael M. Zeigler, R. Steven, Jason Williams, and Michelle C. Casler

On the Communicative Function of Body Odors: A Theoretical Integration and Review
 Joseph A. B. S. de Gooijer, G. J. S. de Gooijer, and Miquel A. M. Sureda

Social and Contextual Constraints on Embodied Perception
 Shrawan Kumar

Seeing and Thinking in Studies of Embodied "Perception": How Well to Integrate Vision Science and Social Psychology
 Chad Freestone and Brian J. Schull

Counterpoint: Distinguishing Between Perception and Judgment of Spatial Layout
 Frank R. Dapin

No Magic Bullet in Sight: A Reply to Freestone and Schull (2017) and Dapin (2017)
 Shrawan Kumar

Society Affiliation: Association for Psychological Science

Readership profile: *Advances in Methods and Practices in Psychological Science* is read by the membership of APS, which includes leading psychological scientists and academics, clinicians, researchers, teachers, and administrators.

Editor: **Daniel J. Simons**

Advances in Methods and Practices in Psychological Science publishes innovative developments in research methods, practices and conduct, across the full range of areas and topics within psychological science. **AMPPS** publishes new types of empirical work that reflect the various approaches to research across the field. **AMPPS** encourages integration of methodological and analytical questions and brings the latest methodological advances to non-methodology experts across all areas of the field.

Journal Information

Print

Frequency: This journal is published quarterly

Online

<http://journals.sagepub.com/home/amp>

Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
March	12-Feb-18	20-Feb-18	01-Mar-18
June	08-May-18	15-May-18	24-May-18
September	10-Aug-18	17-Aug-18	28-Aug-18
December	07-Nov-18	14-Nov-18	27-Nov-18

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover.....	Earned B&W rate + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%
Facing Table of Contents....	Earned B&W rate + 30%
Facing First Text Page.....	Earned B&W rate + 25%
Other Specified Positions....	Earned B&W rate + 15%

Print advertising rates

Black and white rates

Frequency	1x	3x	6x	12x
1 page	\$1,525	\$1,495	\$1,300	\$1,235
½ page	\$1,220	\$1,195	\$1,040	\$990
¼ page	\$730	\$720	\$625	\$595

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: Full page 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.

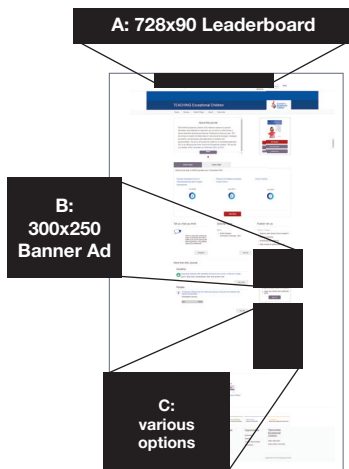
Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event opportunity: APS Annual Meeting, May 24-27, 2018 San Francisco, CA



Online Advertising



Digital advertising solutions:

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

Policy and Guidelines

Trim size: 8.375 x 10.785

Binding: Perfect Bind

All advertising is subject to ICRS approval.

Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from trim.

	Non-Bleed	Bleed
Full page:	7.875 x 10.375	8.625 x 11.125
½ page vertical:	3.675 x 10.375	
½ page horizontal:	7.875 x 5	
¼ page vertical:	3.675 x 5	

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.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

PPS 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.

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.

Contact Details

FOR ADVERTISING AND ARTWORK DELIVERY

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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