

Advertising Rates And Specifications - 2018



Society Affiliation: Association for Psychological Science

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

Editor: **Randall W. Engle**

Current Directions in Psychological Science 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.

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.

Journal Information

Print

Circulation: 5,260

Frequency: This journal is published 6 times per year

Online

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

Print distribution

North America: 99%

Europe: 1%

Digital usage

Australasia: 4.8% Western Europe: 8%

Other: 24.7%

Northern Europe: 15.5%

Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	21-Dec-17	02-Jan-18	11-Jan-18
February	27-Feb-18	06-Mar-18	15-Mar-18
March	27-Apr-18	04-May-18	15-May-18
April	25-Jun-18	02-Jul-18	12-Jul-18
May	23-Aug-18	30-Aug-18	11-Sep-18
June	30-Oct-18	06-Nov-18	15-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	\$1,425	\$1,395	\$1,215	\$1,155
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.

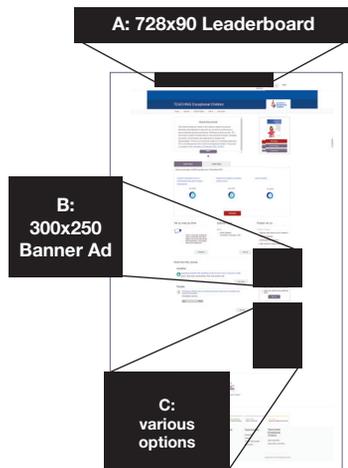
Other Promotional Opportunities

- 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: 8.38 x 10.78

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:	7.885 x 10.375	8.625 x 11.125
½ page vertical:	3.7 x 10.285	
½ page horizontal:	7.9 x 4.9	
¼ page vertical:	3.7 x 4.9	

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.

CDP 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 1/4" 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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SAGE Publications
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Thousand Oaks, CA 91320 USA
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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