

2010 Advertising Opportunities



The California Psychologist

With a circulation of 4,200 readers, *The California Psychologist* is the news magazine for the premier providers of mental health care in California. Published bi-monthly by the California Psychological Association, *The CP* offers psychologists up-to-date news about their profession and offers advertisers an opportunity to reach this specific market.

Black and White Display Advertising Rates

(Color charge included in IFC, IBC, and OBC rates. Rates are per issue.)

SIZE	RATE	1X	3X	6X
IFC		\$1,750	\$1,600	\$1,450
IBC		\$1,650	\$1,500	\$1,350
OBC		\$1,900	\$1,750	\$1,600
Full Page		\$850	\$775	\$700
1/2 Page		\$525	\$475	\$425
1/3 Page		\$425	\$375	\$325
1/4 Page		\$325	\$300	\$275
Business Card*		\$200	\$175	\$150

*Business Card Advertisements

Available to CPA members only. Black and white ads only, no color option. Ad must be the right size and resolution (300 dpi) or a 20% correction fee, based on the ad price, will be added.

Color Option

Four color charge - \$600; no spot color option.

Premium Space Reservation

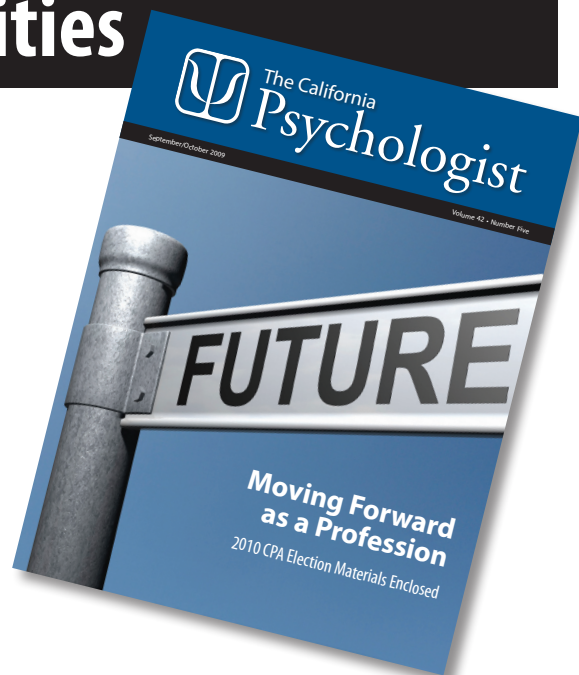
Premium positions (excluding cover positions) may be reserved by adding 15% to the full page rate.

Classified Advertising

Classified advertisements are listed in the back of the publication under one of the following categories: Announcements, Office Space, Opportunities, Situations Sought and Miscellaneous. Fee: \$60 for every 35 words or portion thereof. All classified ad copy will be accepted only via email. No advertisements will be taken over the phone. No exceptions. Payment by American Express, Visa or MasterCard must accompany all classified advertisement requests.

**Note to Display and Classified Advertisers

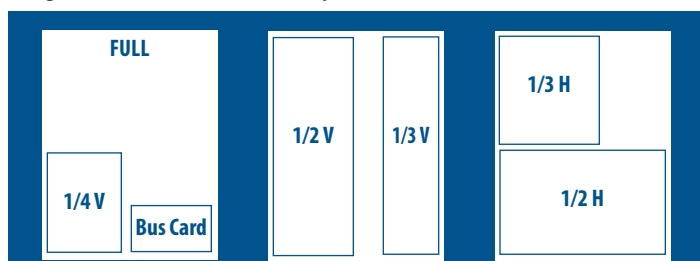
If your course offers continuing education credit for psychologists, the advertisement must state the source and status of the credit at the time the ad is submitted.



Mechanical Requirements

	WIDTH	X	DEPTH
Full Page	7 1/2"	x	9 7/8"
1/2 page vertical	3 5/8"	x	9 7/8"
1/2 page horizontal	7 1/2"	x	4 7/8"
1/3 page vertical	2 1/4"	x	9 7/8"
1/3 page horizontal	4 3/4"	x	4 7/8"
1/4 page vertical	3 5/8"	x	4 7/8"
Business Card	3 1/2"	x	2 1/4"
Publication Trim Size	8 1/2"	x	11"
Bleed	8 5/8"	x	11 1/8"

Keep live matter at least 1/2" from trim.



Closing Dates for California Psychologist 2010 Advertising

Issue	Space Reservation	Material Deadline
January/February	November 20	November 27
March/April	January 22	January 28
May/June	March 23	March 30
July/August	May 21	May 28
September/October	July 15	July 22
November/December	September 15	September 21

Banner Advertising

Prices are monthly. There are no additional pay-per-click fees. The California Psychological Association does not rotate its banner advertisements. If you order a banner ad on any specific page it will remain there for the paid-for time, for all to see, at all times. You must provide the banner. Banner advertisements are changed once per month, on or near the first of the month.

Prices

CPA Home Page: \$150 per month

Accrediting Agency Home Page: \$150 per month

Accrediting Agency Secondary Page: \$100 per month

Other Main Page (e.g. About Us): \$90 per month

Other Secondary Page: \$75 per month

Discounts

10% off if three months pre-paid

20% off if six months pre-paid

30% off if one year pre-paid

Dimensions

- 190 pixels wide x 80 pixels high
- Size of image file is a maximum of 45K
- GIF or JPEG format only. No Flash.

Preferred File Formats

Ads must be in a digital format.

Advertisements

All colors must be CMYK

- PDF - 300 dpi and embed all fonts
- TIFF - resolution should be at least 300 dpi for color and grayscale graphics, 1200 dpi for line art
- EPS - 300 dpi and outline fonts if vector file (i.e. Illustrator)

Graphs/Tables

- PDF - 300 dpi and embed all fonts

Photographs

- EPS - 300 dpi, black and white or CMYK
- TIFF - 300 dpi, black and white or CMYK
- JPEG - 300 dpi, black and white or CMYK, large file format

Copy/Articles

- TXT
- Word

Please note that other file formats can be accepted, but must be approved beforehand. If alternate file formats are used, anticipate additional production time.

Please e-mail all ads to the advertising manager.

Advertising Policies

Publisher's Statement

- The California Psychological Association (CPA) and/or Communications by Design (publisher), or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control.

- In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless The California Psychological Association and/or Communications by Design, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.
- Rates listed are net. All ads are commissionable only to agencies of record. All rates in U.S. funds, payable in U.S. funds.
- Copy and contract subject to approval. Right reserved to refuse advertisements deemed not to be in the best interest of CPA or the psychology profession and/or not keeping with the publication's or the profession's standards.
- Alterations to ads or any materials must be received by the closing date. All alterations made after the material closing date are subject to additional rush charges of no less than 20% of the space rate. Corrections in proofs received less than 30 days before date of issue are not guaranteed.
- Improperly prepared materials are subject to production charges at \$100 per hour but not less than 20% of the space rate. Production services are non-commissionable.

Payment and Billing Policies

- Credit card payment required on all single-placement ads – classified or display.
- Multiple issue ads are billed on publication, and payment in full is expected within 30 days.
- A 2% charge will be assessed on bills over 30 days old and on every additional month thereafter.
- If a display ad is ordered with a multiple placement contract, a 5% rate reduction will be given if the advertiser provides a credit card number on the advertising contract to allow for automatic billing on each placement. If the card fails for a second attempt and/or we have to acquire a second card number from the advertiser, the discount will be forfeit.

Cancellations

- Contracts are non-cancelable for contract period.
- A 75% charge will be assessed to the agency or advertiser for failure to fulfill the contract.

Discounts

- No other discounts will be given with the exception of trade outs or make goods. Trade outs and make goods are at the discretion of the advertising manager.

Contact Information

Advertising Manager

Lance Lawhon

877/832-1881 toll free • 512/719-4671 fax

lance@solafidei.com

Publisher

Communications by Design

916/419-3200 • 916/928-0449 fax

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