

APS 2023 ADVERTISING



ASSOCIATION FOR PSYCHOLOGICAL SCIENCE



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WHO IS APS?

APS is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our Members provide a richer understanding of the world through their research, teaching, and application of psychological science. We are passionate about supporting psychological scientists in these pursuits, which we do by sharing cutting-edge research across all areas of the field through our journals and conventions; promoting the integration of scientific perspectives within psychological science and with related disciplines; fostering global connections among our Members; engaging the public with our research to promote broader understanding and awareness of psychological science, and advocating for increased support for psychological science in the public policy arena.

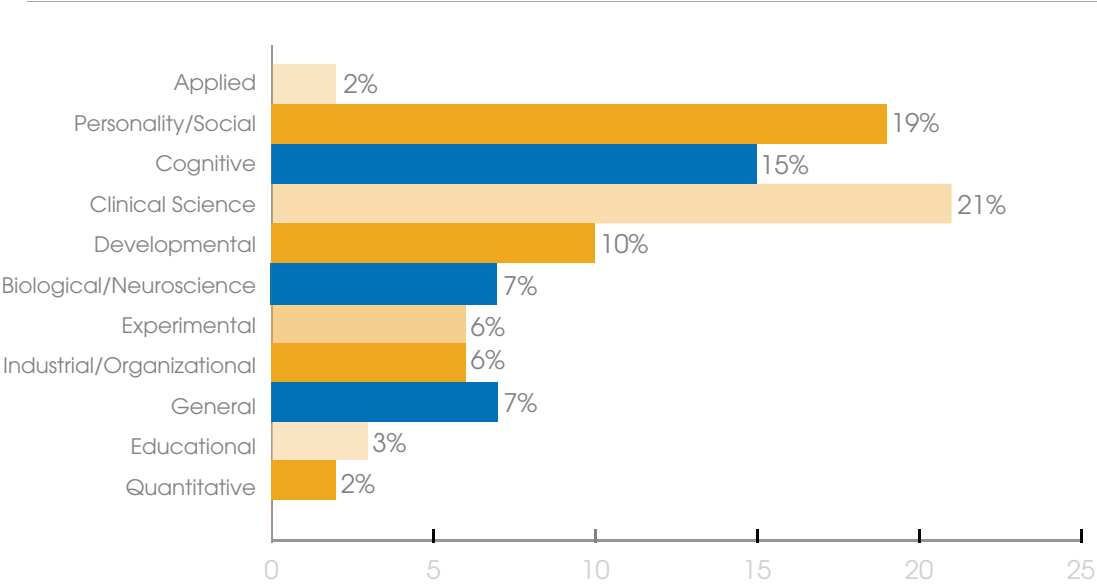


Questions? Contact Michelle Wescott at aps@discoverSB.com or 301-200-4616 ext 113

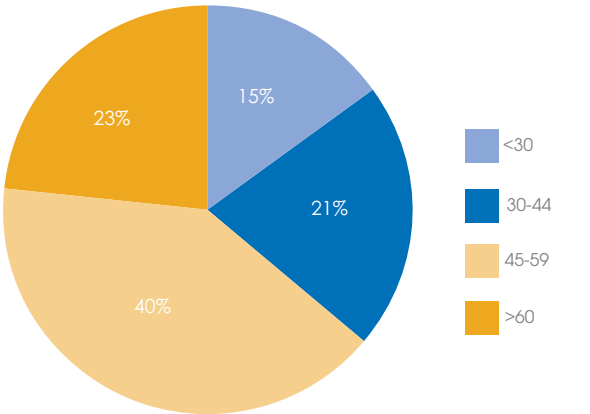


WHO IS APS?

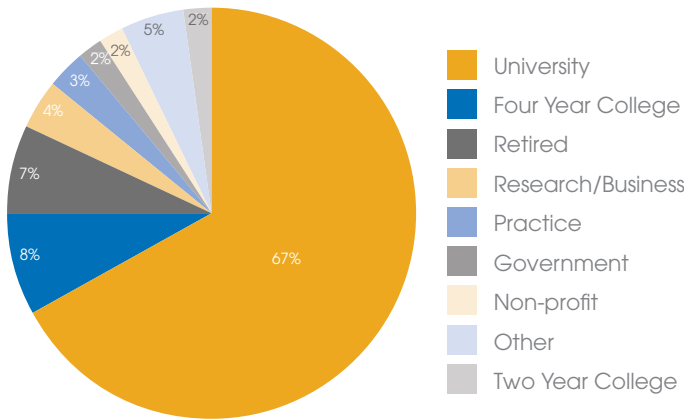
APS Members by Primary Field of Study



APS Members by Age



APS Members by Employment Sector



APS 2023 ADVERTISING



With new content posted monthly, Under the Cortex has more than 1.3K listeners per episode and over 100,000 downloads from more than 50 countries. As an advertiser, provide us with a short script (or recording) that will be featured within the podcast episode.

Single Ad, Monthly	\$1,450
Single Ad, Monthly (Exclusive)	\$3,000
Single Ad, Quarterly	\$5,800
Single Ad, Quarterly (Exclusive)	\$7,500

APS 2023 ADVERTISING (CONT.)



The APS website receives more than 12,000 visitors a day. Put your organization in front of thought leaders in the field by advertising on www.psychologicalscience.org

Static Webpage Ad

Minimum 800 px x 500 px

\$995 / 30 days

Website banner ads are displayed for 30 days on the APS website.

Observer Stories Rotating Ad

Minimum width 800 px

\$595 / 30 days

Observer Stories rotating ads are placed within our *Observer* Magazine stories as a rotating Ad or as a tile add on any page. The *Observer* Stories receive 2.5 million page views per year, with an average of 5 minutes spent on page, and more than of 200,000 page views per month.

APS *Observer* Editorial Calendar

January/February: Artificial Intelligence

March/April: Entrepreneurship

May/June: Public Health

July/August: Genetics

September/October: Behavior and Climate

November/December: Criminal Justice

APS 2023 ADVERTISING (CONT.)

EMAIL BANNER ADS

“Psychological Science Update” Banner Ad

600 px x 150 px

\$750/email

This email goes out every Friday morning to all APS Members with average open rate of 50%. The artwork is due the week prior to release.

“This Week in Psychological Science” Banner Ad

600 px x 150 px

\$750/email

This email goes out every Tuesday morning to all APS Members with an average open rate of 52%. The artwork is due the week prior to release.

“Observer Digital” Banner Ad

600 px x 150 px

\$750/email

This email goes out on the first of every month and has an average open rate of 45%. The artwork is due the week prior to release.

“Science Xpress” Banner Ad

600 px x 150 px

\$750/email

This email goes out monthly on the 3rd Thursday of the month to graduate students, mostly seeking a PhD, with an average open rate of 45%. The artwork is due the week prior to release.

**ADVERTISE IN
APS JOURNALS**

For information about journal advertising visit
www.psychologicalscience.org/advertising/journals

**ADVERTISE AT THE ICPS AND
APS ANNUAL CONVENTIONS**

For information about Convention advertising
opportunities email: aps@discoversb.com

APS 2023 ADVERTISING (CONT.)



PROFESSIONAL DEVELOPMENT WEBINARS & WORKSHOPS

Educational workshops and trainings designed to help psychological scientists further their careers inside and outside of academia, while fostering a more transparent and valid science on the global stage. Free or discounted for APS Members and delivered primarily online.

Sponsorship package

\$3,000

- Ad placement on workshop/training page
- YouTube slide with logo on video recording
- Banner ad in pre-workshop promotional emails (2 total).
- 1 workshop tweet with sponsorship mention (95K+ followers)

APS 2023 ADVERTISING (CONT.)

EMPLOYMENT ADVERTISING EMPLOYMENT ADVERTISING

Find qualified psychological scientists with the APS Employment Network. Pick the option that's right for you.

BASIC JOB POSTING	
30-Day Basic Posting	\$495
60-Day Basic Posting	\$975
90-Day Basic Posting	\$1,325

Post your employment ad for 30 days on the APS Employment Network website and get access to our CV database.

FEATURED JOB POSTING	
30-Day Featured Posting	\$695
60-Day Featured Posting	\$1,375
90-Day Featured Posting	\$1,775

The spotlight's on you. In addition to a 30-day job posting and CV access, your position will be highlighted and moved to the top of the listings for unbeatable exposure.

FEATURED JOB POSTING ON THE APS WEBSITE	
30-Day APS and Employment Network Posting	\$1,050
60-Day APS and Employment Network Posting	\$1,500
90-Day APS and Employment Network Posting	\$1,800

Post your Employment Ad on the APS Employment Network AND feature your job on the APS website as a rotating ad.

INSERTION ORDER

Advertiser: _____

Agency (if applicable): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Email: _____

I have read and agree to all the rules and regulations. Signature: _____

PROFESSIONAL DEVELOPMENT WEBINARS & WORKSHOPS

Sponsorship package \$3,000

DIGITAL INFORMATION

WEBSITE BANNER ADS

Observer Stories Rotating ad \$595/30 days

Static Webpage Ad \$995/30 days

EMAIL ADS

"Psychological Science Update" Banner Ad \$595/email

"Observer Digital" Banner Ad \$750/email

"This Week in Psychological Science" Banner Ad \$750/email

To schedule your digital ad campaign, please email aps@discoverSB.com.

PODCAST ADS

Single Ad, Monthly \$1,450

Single Ad, Monthly* \$3,000

Single Ad, Quarterly \$5,800

Single Ad, Quarterly* \$7,500

*exclusive sponsorship

EMPLOYMENT ADVERTISING

30-Day Basic Posting \$495

60-Day Basic Posting \$975

90-Day Basic Posting \$1,325

30-Day Featured Posting \$695

60-Day Featured Posting \$1,375

90-Day Featured Posting \$1,775

30-Day APS and Employment Network Posting \$1,050

60-Day APS and Employment Network Postin \$1,500

90-Day APS and Employment Network Posting \$1,800

PAYMENT

Submit applications and payment to APS by e-mail or mail to:

Association for Psychological Science

1800 Massachusetts Ave. NW, Suite 402 • Washington, DC 20036-1218 USA

Phone: +1 301-200-4616 ext 113 • aps@discoverSB.com

Check made payable to **Association for Psychological Science** in US funds

Charge Visa MasterCard American Express

Cardholder Name _____

Account Number _____ Expiration Date _____ Security Code _____

Authorized Signature _____

Print Subtotal	\$
Digital Subtotal	\$
Total	\$

TERMS AND CONDITIONS

1. As used in this section titled "Terms and Conditions," the term "publisher" shall refer to APS.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader.
3. Publisher reserves the right to insert the word "advertisement" above or below any copy.
4. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
5. Cancellations by advertisers and/or their agencies must be received by published reservations closing date or advertiser will be held responsible for payment of 50% of total advertisement cost.
6. Advertiser or agency will make payment 30 days (Terms Net 30) from the receipt of invoice. Payment must be made in U.S. dollars, U.S. bank only. A service charge of 1.5% per month (equivalent to 18% per year) will be assessed to past due terms.
7. By placing advertising psychologicalscience.org, advertisers and advertising agencies accept these terms and conditions.

Association for Psychological Science
Michelle Wescott
Sales Manager - Exhibits and Sponsorships
Office: 301-200-4616 ext 113
aps@discoverSB.com



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For more information, please contact Michelle Wescott, 301-200-4616 ext 113 aps@discoverSB.com