



InPsych

The bulletin of the Australian Psychological Society Limited

ABN 23 000 543 788

FEBRUARY | APRIL | JUNE | AUGUST | OCTOBER | DECEMBER

2017 rate card

2017 | ADVERTISING RATE CARD | BOOKING FORM

The APS is Australia's peak psychology body and *InPsych* magazine is the voice of psychology.

InPsych is a 60-page full-colour magazine published every two months, that keeps psychologists informed about the latest news and developments in regulatory requirements, research, and member news and events.

InPsych is

- The voice of psychology
- The magazine for our 22,400 members
- Distributed nationwide
- Provided to a range of universities and state and national libraries
- c.60,000 readership
- c.50,000 online page views per month
- 6 issues per year

For further information on all APS advertising options visit:

psychology.org.au/advertising

E: apsadvertising@psychology.org.au

T: +61 3 8662 3326 | F: +61 3 9663 6177

Rates

Advertising

		3-ISSUE CONTRACT	6-ISSUE CONTRACT
		BULK DISCOUNT	BULK DISCOUNT
Full colour	Standard rate (\$)	3rd advertisement of the 3-ad contract (\$)*	6th advertisement of the 6-ad contract (\$)**
Full page	2,960	2,072	FREE
Half page	1,780	1,246	FREE
Quarter page (colour/mono)	1,180	826	FREE
Eighth page (colour/mono)	740	518	FREE

Special positions

FULL PAGE ADS ONLY	
Inside front cover	+ \$590
Inside back cover	+ \$445

Please note: special positions must be full page advertisements and are dependent on editor approval and availability.

Inserts

		3-ISSUE CONTRACT	6-ISSUE CONTRACT
		BULK DISCOUNT	BULK DISCOUNT
Full colour	Standard rate (\$)	3rd insert of the 3-insert contract (\$)*	6th insert of the 6-insert contract (\$)**
1x DL (single or double-sided)	3,110	2,177	FREE
1x A4 (flat, or folded to A5 or DL)	3,420	2,394	FREE
1x A3 (folded to A4, A5 or DL)	3,730	2,611	FREE

Insert format

Maximum paper weight 200gsm (required to meet total calculated postage allowance)	Total weight (grams)
1x DL (single or double-sided)	7g
1x A4 (flat, or folded to A5 or DL)	7g
1x A3 (folded to A4, A5 or DL)	12g

Discounts – advertisements and inserts

APS member
10% off advertising rate

APS Member Group
20% off advertising rate

* When booking a 3-issue contract a 10% discount applies. The discount is deducted from the third and final booking.

** When booking a 6-issue contract, payment is made separately for 5 bookings and the discount is deducted from the sixth and final booking, resulting in a FREE sixth booking.

InPsych Ad Creation Service

If you would like assistance with your advertisement the APS provides two different services for creating your artwork.

Both services include: artwork for **one** ad layout option and **one** round of author's corrections. All content (copy and logos) to be supplied to APS by relevant issue booking deadline.

BASIC SERVICE: \$120 (Available for quarter and half page ads only)	PREMIUM SERVICE: \$300 (Recommended) (Available for quarter, half and full page ads)
This service is generally used for simple advertisements consisting of text and company logo. The advertiser must supply the following: <ul style="list-style-type: none"> • Logo (if required) preferably in vector file format (ai, eps) or (tif, jpg) • Final copy/text 	This service is used for advertisements consisting of text, one or more images and company logo. The advertiser must supply the following: <ul style="list-style-type: none"> • Logos in vector file format (ai, eps) or (tif, jpg) • Photos/images must be in hi-resolution (300dpi) • Final copy/text • PDF example of a previous ad style (if available)

Please note: The APS reserves the right to correct spelling errors, redesign ads, request different imagery due to layout or content concerns, or decline requests depending on demand.

All rates include 10% GST.

Deadlines

2017 DEADLINES			
Issue	Booking and payment	Material to the APS (proof for checking and approval)	Delivery of printed material to mailhouse INSERTS ONLY *
February	30 December 16	6 January	27 January
April	10 February	24 February	24 March
June	7 April	21 April	19 May
August	9 June	23 June	21 July
October	11 August	25 August	22 September
December	6 October	20 October	17 November

* Print numbers and delivery details for the mailing house (in Melbourne, Victoria) will be provided once the insert is approved by the APS.

Distribution

Each issue of *InPsych* is scheduled for distribution by the middle of the month of publication (for example, the April issue is scheduled for distribution by the middle of April). Please make a note of this if your advertisement or insert has dates in it.

Artwork format

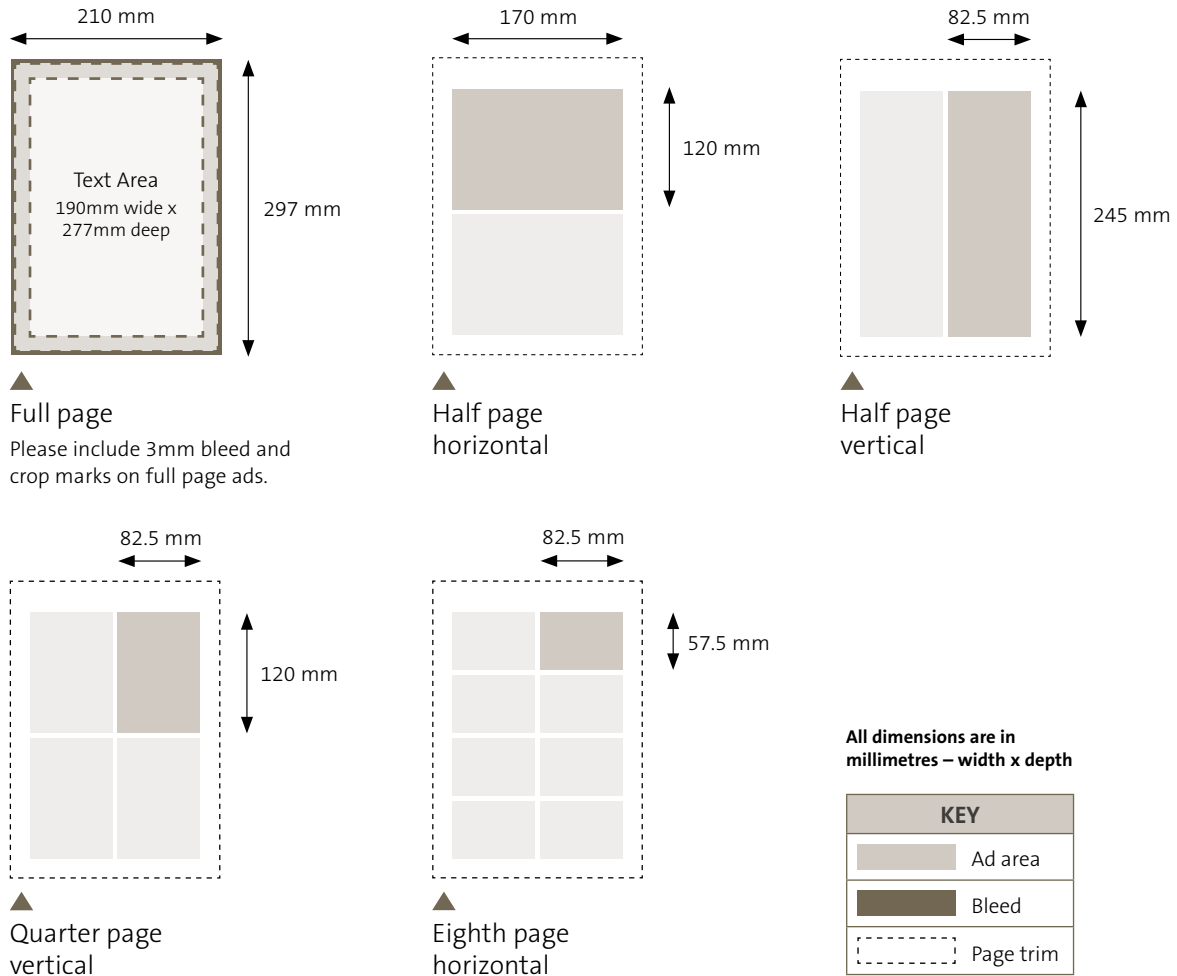
Formats for advertising artwork (in this order of preference):

1. High resolution CMYK PDF
300 dpi / press ready with crops and 3mm bleed
 - PDF artwork to be supplied via email (maximum 5MB file size) to: apsadvertising@psychology.org.au
2. InDesign – including all graphic and font files
3. Illustrator EPS – fonts outlined and 300 dpi images embedded
4. High res TIF or JPEG – CMYK

IMPORTANT NOTE: On Full Page advertising please make sure that all text remains within an 8mm margin from the edge.

Artwork specifications

Advertisement technical specifications



Terms and conditions

- The APS reserves the right to cancel or reject advertising deemed not to be in keeping with its scientific and professional aims.
- All advertisement and insert final artwork must be approved by the APS before publishing. Advertisers are advised not to print their inserts until they receive written confirmation that the insert has been approved.
- All advertising in APS publications and at APS events must comply with the APS *Code of Ethics* and any relevant requirements stipulated by the Psychology Board of Australia or the Australian Health Practitioner Regulation Agency, regardless of whether or not the external advertiser/sponsor is a registered psychologist, or is providing a regulated health service or an education and training program. For details, refer to the 'Information for advertisers' document, which can be downloaded at: www.psychology.org.au/publications/inpsych/.
- Where an advertisement is promoting a university course that is not an approved course for the purposes of attaining APS membership, a disclaimer will appear alongside the advertisement to ensure clarity that the APS is not endorsing the course by publishing the advertisement, as follows:
** This course is not approved for the purposes of attaining APS membership.*
- The APS makes every reasonable effort to publish *InPsych* according to the distribution schedule. The APS is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of *InPsych*.
- Advertising and insert deadlines are included on this form. Advertisers are required to pay in full by the booking and payment deadline for the issue in which the advertisement/insert is to appear (see page 2).
- Advertisers who select a bulk discount package are required to make payment for each advertisement by the booking and payment deadline for each edition of *InPsych* in which that advertisement is to appear. The discount will only apply to the last advertisement appearing as part of that advertising package.
- Bulk advertising packages must be utilised within the stipulated time period and each advertisement must be the same size.
- If payment has not been received for an advertisement by the deadline date for booking for that edition of *InPsych*, that advertisement will not be published and the cancellation fee will apply. Any bulk discount package will become null and void.
- The booking will proceed unless the APS is notified of any cancellation in writing prior to the deadline.
- Cancellation of an advertisement or insert after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.
- Payment can be made by credit card (Visa, MasterCard, and American Express) or cheque.
- The booking form is a tax invoice upon payment. However, if a separate tax invoice is preferred, please indicate this on your booking form.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Only four inserts are accepted per issue. Bookings are essential and are taken on a 'first come, first served' basis.
- There is a limit to the number of advertisements per issue. Only one advertisement (or insert) is allowed per advertiser in each edition of *InPsych*.
- Advertisements will not be accepted in which the artwork includes 'cutting along the dotted line', or any other instruction which requires removal of part of the published *InPsych* bulletin.
- Special advertisement positions are subject to editor approval and availability. Extra fees apply. Special position bookings will not be confirmed and payment will not be processed until time of placement for that issue. Positions cannot be booked more than 12 months in advance.

ALL ADVERTISING IS SUBJECT TO APPROVAL and must comply with APS *Code of Ethics* and Psychology Board of Australia advertising guidelines. If you are making a claim about CPD hours please provide supporting documentation.

Booking Form

Please complete this agreement in **BLOCK CAPITALS** and tick boxes where applicable.

Advertising agreement

I wish to confirm my advertising booking in the APS bulletin, *InPsych*.
I understand the booking will proceed unless I notify the APS in writing.

I have read and understand the Terms and conditions. (please tick)

InPsych

TAX INVOICE ABN 23 000 543 788

Please scan and email, fax or post this completed agreement to:

InPsych, The Australian Psychological Society Limited

PO Box 38, Flinders Lane, VIC 8009

Phone: +61 3 8662 3326

1800 333 497 (toll free within Australia)

Fax: +61 3 9663 6177

Email: apsadvertising@psychology.org.au

ADVERTISEMENT DETAILS

Advertiser: _____ Contact name: _____

Media/advertising agency (if applicable): _____ Contact name: _____

BILLING DETAILS (Person/company responsible for payment)

Client/company/APS Unit: _____

Media/advertising agency (if applicable): _____

Contact – First name: _____ Surname: _____

Billing address: _____ State: _____ Postcode: _____

Phone: _____ Fax: _____

Email: _____ Separate tax invoice required? (see Terms and conditions): Yes No

BOOKING DETAILS

Single issue contract 3-issue contract 6-issue contract

Issue(s) advertisement/insert to appear in: FEB 2017 APRIL 2017 JUNE 2017 AUG 2017 OCT 2017 DEC 2017

Rates and conditions subject to change in subsequent years

FEB 2018 APRIL 2018 JUNE 2018 AUG 2018 OCT 2018 DEC 2018

Insert: 1 x DL insert 1 x A4 insert 1 x A3 insert **OR** **Advertisement** (see below)

Advertisement size: Single page Half page vertical Half page horizontal

Quarter page vertical Eighth page horizontal

Repeat same artwork in each issue: Yes No, advertiser will supply new material N/A (single issue)

Special position:* Inside front cover Inside back cover

Ad creation service:* BASIC service PREMIUM service

Yes (I will supply all Ad content by relevant issue booking deadline)

* Additional fees, terms and conditions apply. Please refer to information on page 2 of this rate card.

Discount: APS member Member Group:
Member number: _____ Member Group name: _____

PAYMENT DETAILS

I enclose a cheque for (\$AUD): _____ PLEASE MAKE CHEQUES PAYABLE TO THE AUSTRALIAN PSYCHOLOGICAL SOCIETY LIMITED

OR I authorise the APS to charge my (please tick): American Express MasterCard Visa **TOTAL (\$AUD):** _____

Card number: _____ Expiry date: _____

Cardholder's name: _____ Authorised debit amount (\$AUD): _____

Signature: _____ Date: _____

OFFICE USE ONLY

ENT. _____
INV. _____