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# Advertise with us

Reach more than **24,000** psychologists and associated professionals

The Australian Psychological Society (APS) is the peak body for psychologists in Australia, representing over 24,000 members, and is the largest non-medical health organisation for professionals in the country.

We advocate for the profession of psychology, support high standards, promote community wellbeing, and are dedicated to providing benefits to support our members.

APS publications, online offerings and events provide the greatest opportunity to reach the 24,000+ psychologists who are members of the APS.

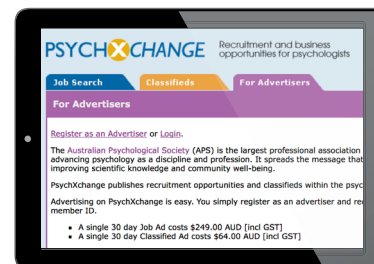


## InPsych magazine

InPsych magazine is the voice of psychology.

## PsychXchange

Advertising recruitment opportunities and classifieds within the psychological profession in Australia and internationally.

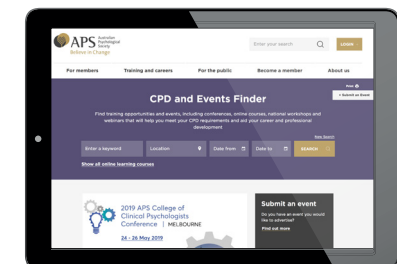


## Conference advertising and sponsorship

Reach a larger audience of psychology professionals at APS conferences and other events.

## CPD and Events Finder

The premier online listing of continuing professional development (CPD) opportunities relevant to psychologists, mental health and other allied health professionals.



# APS membership profile

- University educated
- Influential community members
- Psychologist average salary: \$70,000+
- Senior psychologist average salary: \$145,000

A total of  
**24,361**  
members

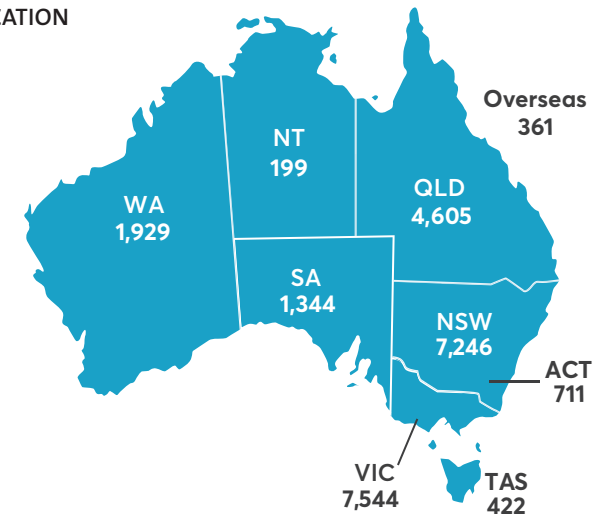
as at June 2019

## GENDER

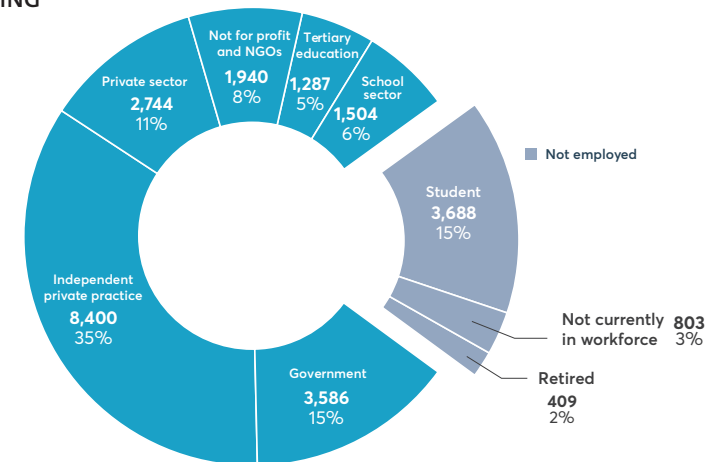
**79%** Female  
**21%** Male

GENERAL | CLINICAL | CLINICAL NEUROPSYCHOLOGISTS | COMMUNITY  
COUNSELLING | EDUCATIONAL AND DEVELOPMENTAL | FORENSIC  
HEALTH | ORGANISATIONAL | SPORT AND EXERCISE  
POSTGRADUATE | UNDERGRADUATE | ACADEMICS

## MEMBER LOCATION



## EMPLOYMENT SETTING



# Print advertising

## *InPsych* magazine

*InPsych* is a 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.

- Member magazine for our 24,000 members
- Distributed nationwide and overseas
- Provided to a range of universities and state and national libraries
- c.50,000 online page views per month
- Six issues per year



### 2020 *InPsych* rates

SIZE	COST	THIRD ISSUE bulk discount	SIXTH ISSUE bulk discount
Full page	\$3,200	\$2,240	Complimentary
½ page	\$1,900	\$1,330	Complimentary
¼ page	\$1,250	\$875	Complimentary
Double page spread <b>NEW</b>	\$4,450	\$3,115	Complimentary
½ page double spread <b>NEW</b>	\$2,750	\$1,925	Complimentary
DL insert	\$3,300	\$2,310	Complimentary
Full page insert	\$3,650	\$2,555	Complimentary
Double page insert	\$3,950	\$2,765	Complimentary
Inside front cover	\$3,800	<b>Please note:</b> special positions must be full page advertisements and are dependent on editor approval and availability.	
Inside back cover	\$3,500		
Outside back cover <b>NEW</b>	\$9,950		

**APS member discount:** 10% off advertising rate.

### 2020 *InPsych* advertising deadline dates

ISSUE	BOOKING & PAYMENT	ARTWORK	INSERT DELIVERY
FEBRUARY	20 Dec 19	14 January	6 February
APRIL	21 February	5 March	31 March
JUNE	24 April	8 May	2 June
AUGUST	19 June	2 July	30 July
OCTOBER	21 August	3 September	30 September
DECEMBER	23 October	6 November	30 November

For all *InPsych* advertising requirements:  
[psychology.org.au/InPsych/advert](https://psychology.org.au/InPsych/advert)

# Print advertising specifications

## for *InPsych* magazine

### Artwork format – PDF/X-1A

- Supplied materials must be press ready 300dpi PDFs
- All PDFs must be CMYK with crop marks and 3mm bleed (Full page advertising please make sure that all text remains within an 12mm margin from the edge)
- Maximum file size 5MB
- Send finished material to [apsadvertising@psychology.org.au](mailto:apsadvertising@psychology.org.au)

*InPsych* is scheduled for distribution around the end of the month of issue. (Please refer to [T&Cs](#) for further information).

Please make a note of this if your advertisement or insert refers to specific dates.

Need assistance with your ad?  
Make use of our design service

BASIC \$129 | PREMIUM \$320

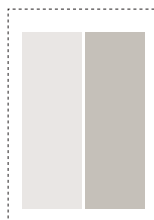
Book *InPsych* advertising:  
[psychology.org.au/book-InPsych](http://psychology.org.au/book-InPsych)

### Advertising specifications



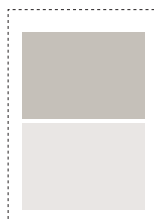
#### Full page

210mm w x 275mm h  
Text area: 186mm w x 251mm h  
3mm bleed and crop marks



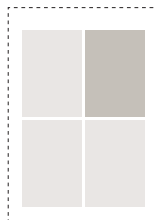
#### Half page – vertical

84mm w x 230mm h



#### Half page – horizontal

174mm w x 112mm h



#### Quarter page – vertical

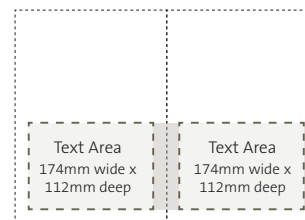
84mm w x 112mm h



#### Double page spread

420mm w x 275mm h  
Text area: 186mm w x 251mm h

DPS pages must be provided as two single pages each with 3mm bleed on all four sides and the corresponding printer marks.

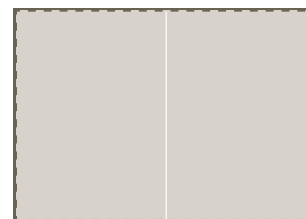


#### Half double page spread

388mm w x 275mm h  
Text area: 174mm w x 112mm h  
on LHS and RHS page

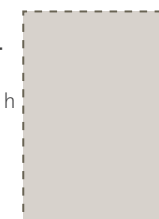
DPS pages must be provided as two single pages each with 3mm bleed on all four sides and the corresponding printer marks.

### Insert specifications



#### Double page insert – folded to A4

420mm w x 275mm h  
Max weight: 12g



#### Full page insert

210mm w x 275mm h  
Max weight: 7g



#### DL insert – flat or folded

210mm x 100mm  
(Vertical or horizontal accepted)  
Max weight: 7g

#### Max. paper weight for inserts: 200gsm

**Note:** Print numbers and delivery details for the Melbourne mailing house will be provided after insert approval.

# Online advertising

## PsychXchange

PsychXchange is ideal for advertising recruitment opportunities and classifieds within the psychological profession in Australia and internationally. Your ad will receive direct exposure to Australia's psychological industry and fortnightly job email alerts to APS members.

Advertising on PsychXchange is easy. Simply register as an advertiser and receive a login ID to fast-track the process.

The benefits of advertising on PsychXchange are:

- Direct exposure to Australia's psychological profession
- Fortnightly job email alerts (not classifieds) to more than 16,300 members\*\*
- Place ads online and display them within 1–2 working days
- Include up to two company logos
- Pay online by credit card
- Ability to modify or re-advertise previous job ads
- Friendly and efficient customer service

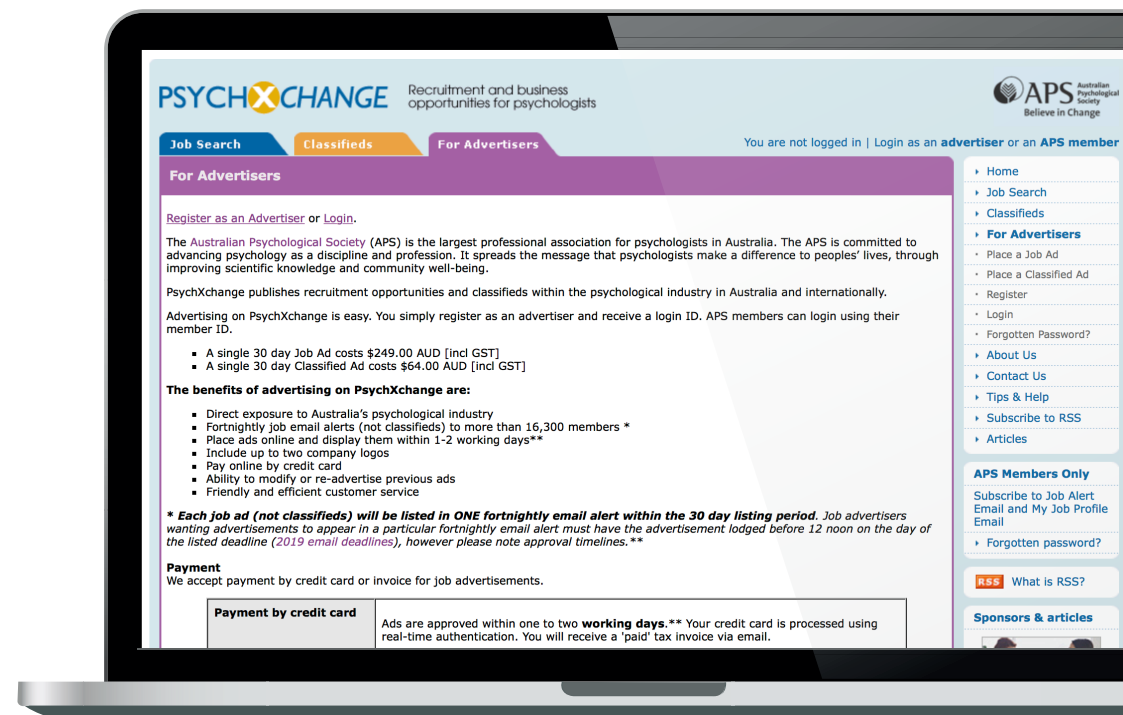
### 2020 PsychXchange rates

A single 30-day job ad	\$249.00 AUD [incl GST]
A single 30-day classified ad	\$64.00 AUD [incl GST]

### PsychXchange email alerts

PsychXchange email alerts are sent to APS members fortnightly and feature all new job advertisements. Each job ad (not classifieds) will be listed in **ONE** fortnightly email alert within the 30-day listing period. Job advertisers wanting advertisements to appear in a particular fortnightly email alert must have the advertisement lodged before 12 noon on the day of the listed deadline\*.

\*\*We try to ensure that your ad is approved on the day it is listed, however it may take up to one to two working days (excluding public holidays) so please take this into account in terms of the Ad start date.



List an advertisement on PsychXchange:  
[www.psychxchange.com.au/ForAdvertisers.aspx](http://www.psychxchange.com.au/ForAdvertisers.aspx)

\*PsychXchange job alert email deadlines:  
[www.psychxchange.com.au/Content.aspx?ID=2605](http://www.psychxchange.com.au/Content.aspx?ID=2605)

# Online advertising

## APS CPD and Events Finder

The APS CPD and Events Finder is the premier online service listing continuing professional development (CPD) opportunities relevant to psychologists, mental health and other allied health professionals.

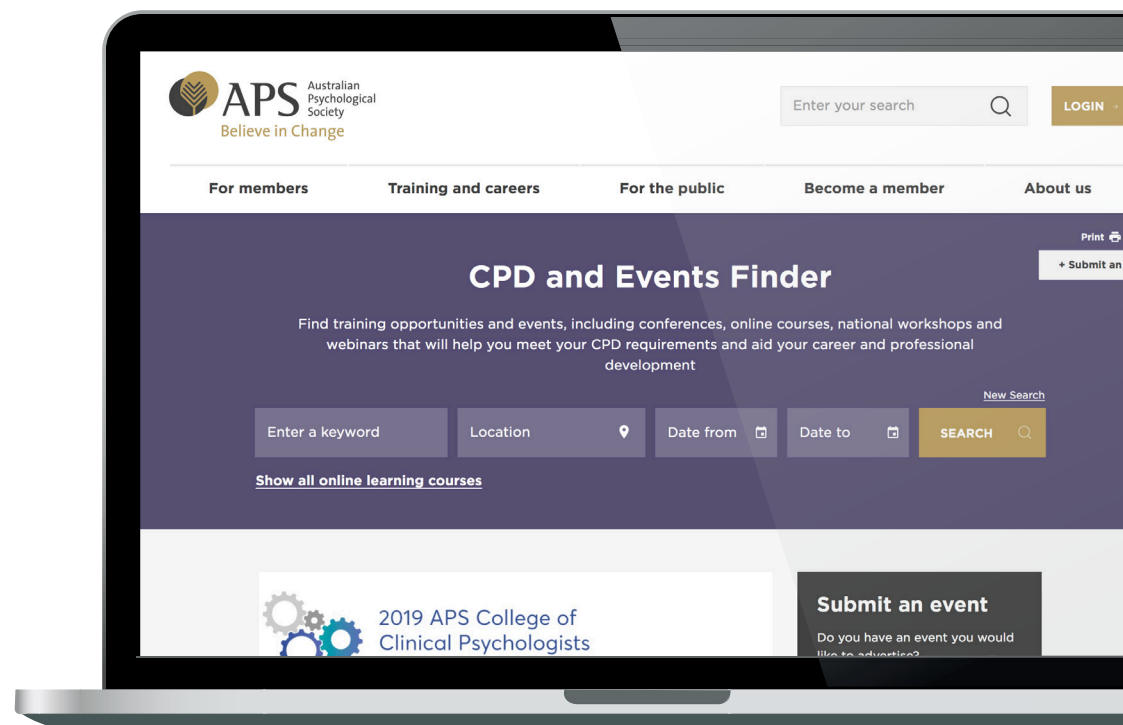
The APS CPD and Events Finder continues to provide a valuable platform for event listers to connect with a highly targeted and motivated audience, attracting over 20,000 unique visits each month.

Non-APS members, organisations and advertisers with an interest in psychology and psychological issues can submit events for inclusion in the CPD and Events Finder.

### 2020 APS CPD and Events Finder fee schedule

MONTHS	MEMBER RATE*	NON MEMBER RATE*
1	\$66	\$99
2	\$132	\$197
3	\$197	\$295
4	\$262	\$393
5	\$295	\$443
6	\$328	\$491
7	\$360	\$541
8	\$393	\$590
9	\$410	\$617
10	\$424	\$645
11	\$443	\$672
12	\$459	\$699

\*Total amount payable includes GST.



more than **20,000**  
unique visits each month

List an event on the APS CPD and Events Finder:  
[www.psychology.org.au/Training-Events/SubmitEvent](http://www.psychology.org.au/Training-Events/SubmitEvent)



# Event advertising and sponsorship

The APS hosts a number of psychology conferences and events each year. If you have a niche target market you want to reach and connect with, consider our conferences and events for advertising, sponsorship and exhibition opportunities.



## Conference handbook advertising

The conference handbook is the official publication that all delegates, speakers and guests receive upon registration at the conference. The conference handbook is distributed inside the conference satchel, and contains the full program, keynote presenters biographies, maps and social events, and a list of sponsors and exhibitors.

## Conference satchel insert

One item of promotional literature will be included in the conference delegate satchel, which delegates collect upon registration at the conference venue.

Satchel insert size options include: A4, A5 or DL flyer (colour, double-sided print).

TIP: Think outside the box. We find delegates respond to satchel items which they can re-use again (example USBs, magnets, bookmarks).



## Conference sponsorship and exhibition

APS Conferences are an excellent opportunity for your business to showcase products and services direct to your target market; and a chance to meet face-to-face with the people who buy and recommend the products and services you deliver.

Benefits of sponsoring/exhibiting include:

- Build face-to-face customer relationships
- Provide interactive demonstrations of your products and/or services
- Network with key industry decision-makers
- Conduct market research with your target audiences
- Develop and build relationships with new and existing customers and stakeholders
- Identify new business opportunities with customers
- Increase brand awareness
- Establish new partnerships
- Receive wide acknowledgement of your involvement, commitment and support of the conference

For more information and rates email:  
[conferences@psychology.org.au](mailto:conferences@psychology.org.au)

# APS advertising guidelines

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The APS operates within the ethical and regulatory requirements for practising psychologists, regulated health services, and education and training facilities in Australia.

All advertising in APS publications and platforms (including event advertising) must comply with the APS *Code of Ethics* and any relevant requirements stipulated by the Psychology Board of Australia (PsyBA) or the Australian Health Practitioner Regulation Agency (AHPRA), 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.

## Regulatory environment

Advertisers undertake that all information they provide to the APS is accurate and does not breach the rights of any person and does not breach any law.

Advertisers must adhere to the principles of truth in advertising as set out in the Risk and Control Self-Assessments (RCSA) *Code of Practice*. The APS reserves the right to cancel or reject advertisements that do not comply with the APS Advertising Policy, APS *Code of Ethics* or other regulatory, quality or legal requirements.

## Assessment of promotional material

Your promotional material will be assessed for approval according to the APS advertising guidelines. Approval is at the discretion of the authorised APS officer. The APS reserves the right to edit advertisement content for style and professional language.

### The promotional material must NOT contain:

- **The word ‘specialist’ (or words to that effect, such as ‘specialises in’)** used in relation to describing a psychologist.
- Claims that cannot be substantiated by a body of reputable research.
- Inaccurate or misleading representation of a product/service or an individual’s details or qualifications.
- Claims implying superiority of a psychologist over other psychologists.
- Claims that could induce fears in clients if they did not obtain a particular service, product or publication.
- Information or images that are vulgar, sensational, in poor taste or that will reflect poorly on the APS or the profession of psychology.
- Sweeping statements that are not able to be substantiated (e.g., ‘the best in the world’).
- The use of testimonials in advertising of regulated health services, as per the guidelines for advertising regulated health services developed by the National Boards and published by the Australian Health Practitioner Regulation Agency (AHPRA). Testimonials, defined as personal statements or recommendations from someone who has received the service or used the product. It does not prohibit the use of testimonials (or reviews and recommendations) when advertising education and/or training workshops that may or may not be provided by a registered health practitioner.
- Wording that in any way implies accreditation for continuing professional development hours for psychologists (acceptable example: ‘This event represents x CPD hours’).
- Information that may breach the rights of any person and/or breach any law, including without limitation the *Human Rights and Equal Opportunity Commission Act 1986* (Cth) and any other anti-discrimination legislation applicable in the State(s) in which the advertisers conduct business. Where an exemption has been granted, the exemption number must be included in the advertisement submitted to the APS.
- The APS does not feature advertisements for unpaid work – including in relation to internships, work experience and student placements.



## Advertising contacts

For general APS advertising enquiries please contact us by phone 03 8662 6673, or email

**[apsadvertising@psychology.org.au](mailto:apsadvertising@psychology.org.au)**

For all conference advertising and sponsorship opportunities including rate details, please contact our Events Team: **[conferences@psychology.org.au](mailto:conferences@psychology.org.au)**

**Toll free: 1800 333 497**

**Phone: 03 8662 3300**

The information contained within this document is subject to change at any time at the discretion of the APS. Any changes made are immediately applicable.

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