

The *Minnesota Psychologist* is published six times per year: January/February, March/April, May/June, September/October, and November/December. MPA members receive an email upon publication of each issue, with a link to the publication.

Advertising Policy: The publication of any advertisement is not an endorsement of the advertiser or of the product or services provided by the advertiser. The Minnesota Psychological Association reserves the right to reject or edit advertisements. Advertisements linking to sites with material deemed objectionable by the Minnesota Psychological Association will be rejected.

Advertising Rates:

Camera-Ready Display Ads:

	Single Insertion	Multiple Insertions or MPA Member
Full page (7.5" w x 10" h)	\$320	\$280
Full page/Page 4 (7.5" w x 10" h)	\$370	\$330
Half page horiz (7.5" w x 5" h)	\$185	\$150
Half page vertical (3.5" w x 10" h)	\$185	\$150
Quarter page (3.5" w x 5" h)	\$135	\$110
One-eighth page (3.5" w x 2.5" h)	\$85	\$55

Display Ads (not Camera-Ready):

Add \$75 (\$50 for MPA members) for design time to the applicable size above. Estimates provided upon request. Questions can be directed to Severyn Skoug at sskoug@intrinsec.com or 952-564-3065.

Classified Advertising Rates:

\$8.25 per line, three-line minimum (\$24.75) for non-members. The rate for MPA Members is \$6 per line, three-line (\$18.00) minimum. On average, 40 characters fit in each line. Cost estimates provided upon request. Information for classified ads can be emailed to sskoug@intrinsec.com or faxed to 952-252-8096. Questions can be directed to Severyn Skoug at sskoug@intrinsec.com or 952-564-3065.

Publication Schedule:

Issue Month	Ad Copy Deadline	Approx. Posting Date
March/April	Feb. 15, 2012	March 15, 2012
May/June	April 11, 2012	May 16, 2012
July/August	June 13, 2012	July 18, 2012
September/October	Aug. 13, 2012	Sept. 12, 2012
November/December	Oct. 12, 2012	Nov. 14, 2012
January/February	Dec. 05, 2012	Jan. 16, 2013

Materials Specifications:

MPA recommends sending digital files for ads; please do not supply film. We can accept email files up to 8 MB in size; material may also be supplied on a CD. Files may be submitted as: high-resolution PDFs (with all fonts and graphics embedded); InDesign CS (include all fonts and graphics with zipped/stuffed file); Adobe Illustrator CS (save as eps and convert all text to outlines—do not embed files). Please include a hard copy with your contract so that we can ensure that fonts and graphics will appear correctly.

MPA Minnesota Psychologist Advertising Space Order Form

Organization: _____
 Contact Name: _____
 Street Address: _____
 City/State/Zip: _____
 Daytime Phone: _____
 Fax: _____
 Email Address: _____

Dates ad to run: _____

(Ads may be prepaid for several months at a time)

Ad Type: _____

Payment Total: _____

Payment Method:

Check VISA/Mastercard AmEx
 Purchase Order _____

If paying by credit card: Card number _____ 3-digit code: _____

Exp Date: _____ Authorized Signature: _____

If paying by credit card, all fields must be completed. Please do not e-mail credit card information.

Return Order Form with Payment and Materials to:

Minnesota Psychological Association
 5353 Wayzata Blvd. • Suite 350
 Minneapolis, MN 55416
 Fax 952-252-8096 • Email webmaster@mnpsych.org

(For office use only)

initials	_____	fin.	_____
date	_____		
CK/CC	_____		
amt. paid	_____		
bal. due	_____		