

PSYNOOPSIS



CANADA'S PSYCHOLOGY MAGAZINE | LE MAGAZINE DES PSYCHOLOGUES DU CANADA

2012 ADVERTISING RATE SHEET

CANADIAN PSYCHOLOGICAL ASSOCIATION

Issued: Quarterly - January - April - July - October

Deadline: Contact publicrelations@cpa.ca

Circulation: 6,500 paid subscription

ISSN #: 1187-1180

Premium Positions:

Outside Back Cover \$1,725

Centre Spread \$3,450

Colour \$500

Artwork Requirements:

Quark Xpress (with fonts and attachments)

Acrobat PDF Files

Adobe Illustrator (EPS)

Adobe Photoshop (300 dpi)

Notes:

Material should be supplied camera ready, otherwise typesetting and production charges are as follows:

Minimum charge \$70

Half page \$90

Full page \$180

Centre spread \$425

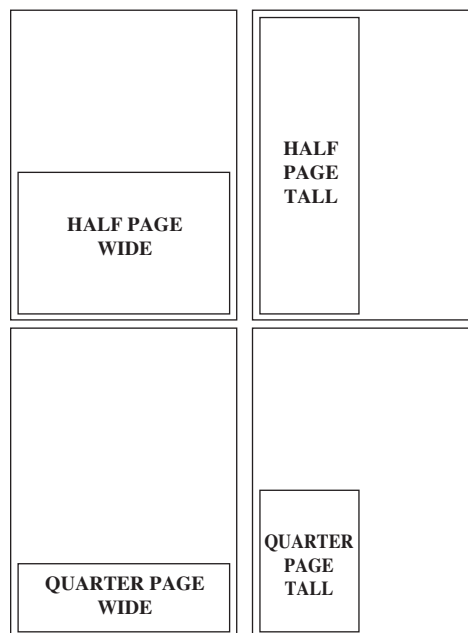
This applies to black & white material only.

Classified ads:

\$2.40 per word - minimum of 100 words

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| Full page | 7.5" x 9.5" |
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| Half page TALL | 3.5" x 9.5" |
| Quarter page TALL | 3.5" x 4.5" |
| Quarter page WIDE | 7.5" x 2.25" |



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| | 1 insertion | 2 insertions | 3 insertions | 4 insertions | Typesetting |
|-----------|-------------|--------------|--------------|--------------|-------------|
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| Half page | \$800 | \$730 | \$700 | \$690 | \$90 |
| 1/4 page | \$675 | \$600 | \$575 | \$560 | \$70 |
| 1/8 page | \$530 | \$460 | \$450 | \$430 | \$70 |

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Canadian Psychological Association

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