



Western Psychological Association

Program Advertising Information

COPY

Two kinds of copy can be submitted for inclusion in the official program for the Annual Convention of the Western Psychological Association: full-page and half-page ads. Layouts for the ads must be provided by the advertiser in camera-ready form (high resolution, b/w, PDF). Note: Color ads will be printed in grayscale but the color version will appear in online and PDF copy.

SIZE

Maximum finished size for a full-page layout is 4.75" wide by 7.25" high. Layout copy submitted for publication should press ready PDF with images at 300 dpi.

FEES

The charges for each layout are:

Inside Front Cover, Inside Back Cover, Outside Back Cover: \$450

Each Full Page: \$395 (finished size 4.75" wide by 3.5" high maximum)

Each Half-Page: \$295 (finished size 4.75" wide by 3.5" high maximum)

The availability of the cover pages should be determined by contacting the WPA Office.

If a submitted ad layout requires additional expense before it can be printed, these costs will be billed to the advertiser.

DEADLINE

The deadline for full payment and receipt of advertising copy is **February 10, 2018**. Requests for placement of ads within the program book will be granted in the order in which fully paid orders are received. However, the final decision concerning the exact location of an ad rests with the Program Editor. Unless specified in writing, all copy becomes the property of the Western Psychological Association and will not be returned.

PAYMENT

Upon receipt of your order, WPA will submit an invoice via e-mail. Payment may be made with check or by credit card (Visa, MasterCard, American Express).

Western Psychological Association

Program Advertising Order

Name of Organization _____

Mailing Address _____

City _____ State _____ ZIP _____

Representative's Name _____

Telephone _____ FAX _____

Email _____

I am ordering:

_____ Full page(s) @ \$450
_____ Full page(s) @ \$395
_____ Half page(s) @ \$295
_____ Quarter page(s) @ \$225

Cost for advertising on the inside front or back cover or the outside back cover is \$450. Only full-page ads are accepted for these covers. Please determine the availability of these covers before placing your order.

_____ Inside Front Cover @ \$450
_____ Inside Back Cover @ \$450
_____ Outside Back Cover @ \$450

For other pages, please indicate your preferred location in the program – e.g., following Table of Contents, before Film Program, before Thursday program, before Friday program, before Saturday program, before Sunday program, opposite inside back cover.

Date

Please complete this form and return via email or fax to:

Vera Medici, Event Coordinator
Western Psychological Association
Phone: (202)457-0868
Fax: (202)223-5537
vmedici@ttcorp.com