

PSYCH DISCOURSE

News Journal of The Association of Black Psychologists

2015 Advertising Rate Card

- Print Display & Classified Ads
- Online Banners & Postings

Special Packages/Discounts/Bundles Available for Volume Purchases



The Psych Discourse is the official news organ of The Association of Black Psychologists (ABPsi). Each issue includes news of current events and reports of the organization, and offers original research, reviews of literature, abstracts, book reviews and commentaries. As an advertiser, you will have the opportunity to market your programs, products or services to thousands of African-American psychologists and psychology students (undergraduate and graduate). The Psych Discourse is an effective vehicle for advertising employment positions throughout the United States, and it's an excellent means to ensure a diverse pool of candidates.

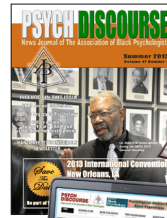


About The Association of Black Psychologists

45 years ago, The Association of Black Psychologists emerged out of a need for sensitive and culturally competent psychologists to serve multicultural and pluralistic communities. ABPsi is a 501(c)(3) membership based organization in the Washington D.C. Metro area with chapters throughout the United States, and a small cadre of international members. Our research, publications, assessment techniques and therapeutic strategies are instrumental in providing information and training to promote a compassionate, African-centered approach for healing and health promotion. ABPsi has established diversity minded ideas and forward-looking perspectives in support of a broad range of community initiatives. These initiatives include, but are not limited to help to eradicate health disparities including barriers to treatment for youth and families facing serious mental illness and training strategies for mental health providers treating African American military personnel, veterans and their families.

Psych Discourse Publication Schedule

Issue	Month Published	Print Ad Deadline
Spring	March	February 13 th
Summer	June	May 15 th
Fall	October	September 18 th
Winter	December	November 20 nd



Advertising Rates

Rates subject to change

--- Print Classified Line ads ---

\$2.00 per word (\$50 minimum)

--- Print Display Ads ---

Ad Type	Cost	Size Dimensions
Full page	\$1,000.00	7"x9"
Half Page	\$500.00	7"x4.5"
Quarter Page	\$350.00	3.5"x3.5"
Eighth Page	\$250.00	1.75"x4.5"

- All ads are printed in black and white
- 20% discount for 4 or more consecutive insertions

To Submit an Ad: Display ads must be print ready. All ads must be submitted electronically in a Word file (line ads) or PDF file (display ads) by email to: abpsi@abpsi.org

--- On-line Classified ads ---

Available through our Career Center
\$250 for 30 day posting.

Ads must be submitted and paid for on line at: <http://www.careercenter.abpsi.org>

--- Bundled Offer ---

Online and Print Classified Ads

\$500 for 30 day on-line posting plus one print insertion (up to 200 words).

A savings up to \$150.00.

Looking for More Visibility?
Contact us about sponsorship, exhibitor and advertising opportunities for our Annual National Convention!

Web Banner Ad Rates

(New Opportunity) Increase your institution/organization's visibility with ABPsi members via a web banner advertisement on the home page of the ABPsi web site at www.abpsi.org.

30 Day Banner Posting	\$500.00
3 Month Banner Posting	\$1350.00
6 Month Banner Posting	\$2500.00

Placement on the ABPsi web site

- 60K maximum file size
- Dimensions, 468 x 60 pixels, 180 x 120 pixels
- Resolution for graphics must be 72 dpi
- PDF or GIF file is preferred,
- Animations are acceptable under 60K
- Send an Email attachment to abpsi@abpsi.org

For more information contact the ABPsi National Office:

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