



**APS** Australian Psychological Society

# InPsych

The bulletin of The Australian Psychological Society Limited

ABN 23 000 543 788

FEBRUARY | APRIL | JUNE | AUGUST | OCTOBER | DECEMBER

# 2012 rate card

## 2012 | ADVERTISING RATE CARD | BOOKING FORM

*InPsych* is the bimonthly bulletin of the Australian Psychological Society and is one of the primary means of communicating with the membership. *InPsych* is also circulated widely to other relevant professionals and organisations. The bulletin provides a prominent voice for the APS and psychology, presenting information on important developments in professional matters, education and training, and membership initiatives, as well as highlighting the APS contribution in matters of public interest. *InPsych* also provides the means of promoting events, conferences and continuing professional development opportunities to APS members.

### About the APS

The APS is the leading organisation for psychologists in Australia, representing over 20,000 members, and is the largest of all non-medical health professionals' organisations in Australia.

The APS strongly advocates for the discipline and profession of psychology, supports high standards for the profession, promotes psychological knowledge to enhance community wellbeing, and is dedicated to providing benefits to support members' professional lives.

The functions of the APS are conducted through almost 200 active member groups within the Society. There are 40 APS Branches spread across Australia, nine APS Colleges representing specialty areas within the profession (clinical neuropsychology, clinical psychology, community psychology, counselling psychology, educational and developmental psychology, forensic psychology, health psychology, organisational psychology and sport and exercise psychology), and 41 Interest Groups representing the wide range of special interests of the APS membership.

The Australian Psychological Society Limited  
PO Box 38, Flinders Lane, VIC 8009  
Level 11, 257 Collins Street, Melbourne, VIC 3000

Phone: +61 3 8662 3326  
1800 333 497 (toll free within Australia)  
Fax: +61 3 9663 6177  
Email: [communications@psychology.org.au](mailto:communications@psychology.org.au)

[www.psychology.org.au](http://www.psychology.org.au)

## 2012 advertisements

- **Advertisements must be approved by the APS before being published.** Please note that advertisements must comply with the guidelines for advertising of regulated health services which have been issued by the Psychology Board of Australia ([www.psychologyboard.gov.au](http://www.psychologyboard.gov.au)).
- Please note that **only one** advertisement (or insert) is allowed per advertiser in each edition of *InPsych*.

- Where an advertisement is promoting a university course that is not an approved course for the purposes of APS membership, a disclaimer will appear alongside the advertisement to ensure clarity that the APS is not endorsing the course by publishing the advertisement, as follows:

*\* This course is not approved for the purposes of APS membership*

	Standard rate (\$)	3-ISSUE CONTRACT	6-ISSUE CONTRACT
		BULK DISCOUNT	BULK DISCOUNT
Full colour		3rd advertisement of the 3-ad contract (\$)*	6th advertisement of the 6-ad contract (\$)**
Full page	2,625	1,835	FREE
Half page	1,575	1,100	FREE
Quarter page (colour/mono)	1,050	735	FREE
Eighth page (colour/mono)	655	455	FREE

### Additional charges

TYPESETTING	
Full colour	\$110

\* When booking a 3-issue contract a 10% discount applies. The discount is deducted from the third and final booking

\*\* When booking a 6-issue contract a 20% discount applies. The discount is deducted from the sixth and final booking, resulting in a FREE advertisement

All advertising rates include 10% GST

Please refer to **Terms and Conditions on the Booking Form (back page of this document)**.

## 2012 inserts

- **Inserts must be approved in writing by the APS.** Please note that advertisements must comply with the guidelines for advertising of regulated health services which have been issued by the Psychology Board of Australia ([www.psychologyboard.gov.au](http://www.psychologyboard.gov.au)). Advertisers are advised not to print their inserts until they receive confirmation that the artwork has been approved. The approved proof **MUST** be the version that gets printed.

- Please note that **only one** insert (or advertisement) is allowed per advertiser in each edition of *InPsych*.
- The **print numbers required and the delivery details** for the mailing house (in Melbourne, Victoria) will be provided **once the insert is approved** by the APS.

	Standard rate (\$)	3-ISSUE CONTRACT	6-ISSUE CONTRACT
		BULK DISCOUNT	BULK DISCOUNT
Full colour		3rd insert of the 3-insert contract (\$)*	6th insert of the 6-insert contract (\$)**
1x DL (single or double-sided)	2,755	1,925	FREE
1x A4 (flat, or folded to A5 or DL)	3,030	2,120	FREE
1x A3 (folded to A4, A5 or DL)	3,310	2,315	FREE

\* When booking a 3-issue contract a 10% discount applies. The discount is deducted from the third and final booking

\*\* When booking a 6-issue contract a 20% discount applies. The discount is deducted from the sixth and final booking, resulting in a FREE insert

All insert rates include 10% GST

Please refer to **Terms and Conditions on the Booking Form (back page of this document)**.

## Discounts – advertisements and inserts

**APS Member**  
10% off advertising rate

**APS member group**  
20% off advertising rate

**Registered advertising agency**  
10% off advertising rate

# deadlines and artwork

We accept the following formats for advertising artwork (in this order of preference):

**1. High resolution PDF – 300 dpi / press ready**

- PDF artwork to be supplied via email (maximum 5MB file size) to: [communications@psychology.org.au](mailto:communications@psychology.org.au)

2. InDesign – including all graphic and font files
3. Illustrator EPS – fonts outlined and 300 dpi images embedded
4. High res TIF or JPEG – CMYK

- All other artwork files to be supplied via post on CD, and with a hardcopy proof to:

**InPsych**

**The Australian Psychological Society Limited**  
**PO Box 38**  
**Flinders Lane VIC 8009**

**IMPORTANT:** It is the client or agency's responsibility to supply correct material. The APS does not take responsibility for incorrect material supplied. An additional charge will result if incorrect artwork is received and, as a result, the APS is required to resize, typeset or assemble artwork (please refer to typesetting charges on page 2).

**Repeat material** will be used for a multi-issue contract when new material is not supplied by the deadline.

**2012 ADVERTISEMENT DEADLINES**

Issue	Booking and payment	Material* to the APS (high resolution)
February	4 January	10 January
April	14 February	28 February
June	11 April	24 April
August	13 June	27 June
October	15 August	29 August
December	10 October	24 October

\*Advertisements must be submitted in their final format. Please note: changes may be requested by the editorial committee.

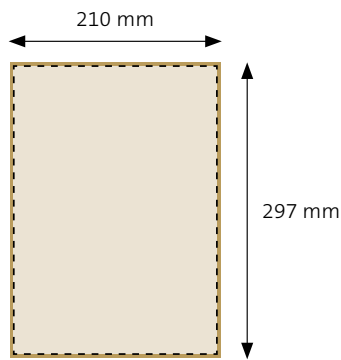
**Distribution**

Each issue of InPsych is scheduled for distribution by the middle of the month of publication (for example, the April issue is scheduled for distribution by the middle of April). Please make a note of this if your advertisement or insert has dates in it.

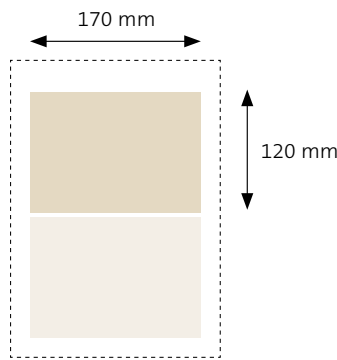
**2012 INSERT DEADLINES**

Issue	Booking and payment	Material to the APS (proof for checking and approval)	Delivery of printed material to mailhouse
February	4 January	10 January	27 January
April	14 February	28 February	29 March
June	11 April	24 April	25 May
August	13 June	27 June	27 July
October	15 August	29 August	28 September
December	10 October	24 October	29 November

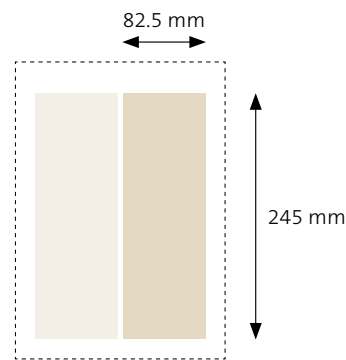
**Advertisement technical specifications**



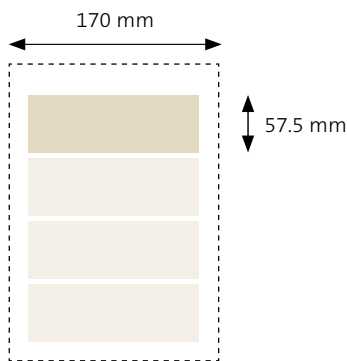
▲ Full page  
 Plus 3 mm bleed on full page



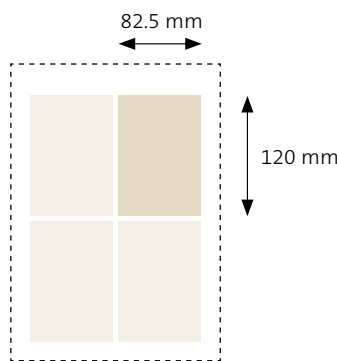
▲ Half page horizontal



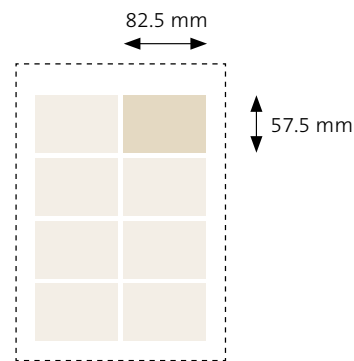
▲ Half page vertical



▲ Quarter page horizontal



▲ Quarter page vertical



▲ Eighth page horizontal

All dimensions are in millimetres – width x depth

KEY	
	Ad area
	Bleed
	Page trim

# booking form

Please complete this agreement in **BLOCK CAPITALS** and tick  boxes where applicable.

## Advertising agreement

I wish to confirm my advertising booking in the APS bulletin, *InPsych*.  
I understand the booking will proceed unless I notify the APS in writing.

I have read and understand the terms and conditions.  Please tick

# InPsych

TAX INVOICE ABN 23 000 543 788

Please fax this completed agreement to the  
Communications Administrator:  
by fax to +61 3 9663 6177 or post to  
**InPsych, The Australian Psychological Society Limited**  
PO Box 38, Flinders Lane, VIC 8009  
Phone: +61 3 8662 3326  
1800 333 497 (toll free within Australia)  
Email: communications@psychology.org.au

## ADVERTISEMENT DETAILS

Advertiser: \_\_\_\_\_ Contact name: \_\_\_\_\_  
Media/advertising agency (if applicable): \_\_\_\_\_ Contact name: \_\_\_\_\_

## BILLING DETAILS (Person/company responsible for payment)

Client/company/APS Unit: \_\_\_\_\_  
Media/advertising agency (if applicable): \_\_\_\_\_  
Contact – First name: \_\_\_\_\_ Surname: \_\_\_\_\_  
Billing address: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Separate tax invoice required? (see Terms and Conditions):  Yes  No

## BOOKING DETAILS

Advertisement (see below) OR  Insert:  1 x DL insert  1 x A4 insert  1 x A3 insert  
 Single issue contract  3-issue contract  6-issue contract

Issue(s) advertisement/insert to appear in:  FEB 2012  APRIL 2012  JUNE 2012  AUG 2012  OCT 2012  DEC 2012  
(Rates and conditions subject to change  
in subsequent years).  FEB 2013  APRIL 2013  JUNE 2013  AUG 2013  OCT 2013  DEC 2013

Repeat same artwork in each issue:  Yes  No, advertiser will supply new material  N/A (single issue)

Typesetting required\*:  Yes  No

Advertisement size:  Single page  Half page vertical  Half page horizontal  
 Quarter page vertical  Quarter page horizontal  Eighth page horizontal

Discount:  APS member  Unit discount  Agency

If Yes, member number: \_\_\_\_\_ or Unit/Agency name: \_\_\_\_\_

## PAYMENT DETAILS

I enclose a cheque for: \$AUD

PLEASE MAKE CHEQUES PAYABLE TO **THE AUSTRALIAN PSYCHOLOGICAL SOCIETY LIMITED**

OR I authorise the APS to charge my (please tick):  AMEX  Mastercard  Visa **TOTAL: \$AUD**

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_ Authorised debit amount: \$AUD

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Terms and Conditions

- The APS reserves the right to cancel or reject advertising deemed not to be in keeping with its scientific and professional aims.
- All advertisement and insert final artwork must be approved by the APS.
- Advertisers are advised not to print their inserts until they receive written confirmation that the insert has been approved.
- Advertisements must comply with the guidelines for advertising of regulated health services which have been issued by the Psychology Board of Australia ([www.psychologyboard.gov.au](http://www.psychologyboard.gov.au)).
- The APS makes every reasonable effort to publish *InPsych* according to the distribution schedule. The APS is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of *InPsych*.
- Advertising and insert deadlines are included on this form. Advertisers are required to pay in full by the booking and payment deadline for material for the issue in which the advertisement/insert is to appear (see page 3).
- Advertisers who select a bulk discount package are required to make payment for each advertisement by the booking and payment deadline for each edition of *InPsych* in which that advertisement is to appear. The discount will only apply to the last advertisement appearing as part of that advertising package.
- Bulk advertising packages must be utilised within the stipulated time period and each advertisement must be the same size.
- If payment has not been received for an advertisement by the deadline date for material for that edition of *InPsych*, that advertisement will not be published and the cancellation fee will apply. Any bulk discount package will become null and void.
- Cancellation of an advertisement or insert after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.
- Payment can be made by credit card (Visa, MasterCard, and American Express) or cheque.
- The booking form is a tax invoice upon payment. However, if a separate tax invoice is preferred, please indicate this on your booking form.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Only four inserts are accepted per issue. Bookings are essential and are taken on a 'first come, first served' basis.
- There is a limit to the number of advertisements per issue.
- Advertisements will not be accepted in which the artwork includes 'cutting along the dotted line'.
- Special advertisement positions can not be booked. Positions will be determined by the Editor.

\* Additional charge applies. See page 2

OFFICE USE ONLY	
ENT.	_____
INV.	_____