

2005 ADVERTISING RATE SHEET

CANADIAN PSYCHOLOGICAL ASSOCIATION

Issued: Quarterly - January - April - July - October

Deadline: 15th day of month prior to publication

Circulation: 5,400 paid subscription

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Premium Positions:

Outside Back Cover \$1,470

Centre Spread \$2,940

Colour (std.) \$395

(match) \$430

4 colour \$1,045 extra

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 \$60

Half page \$80

Full page \$160

Centre spread \$370

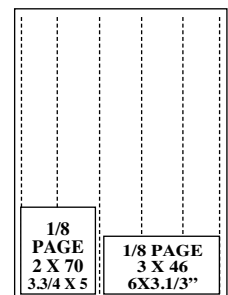
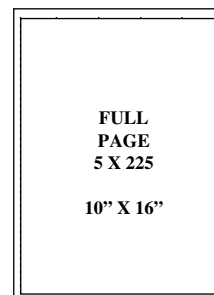
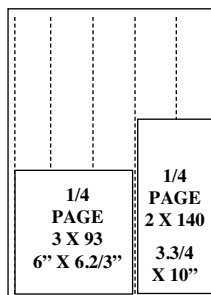
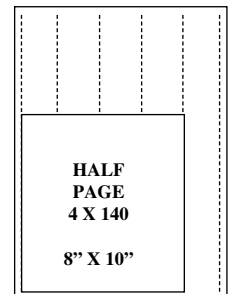
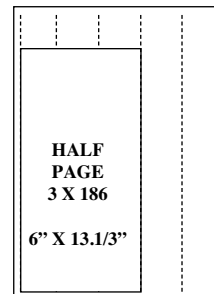
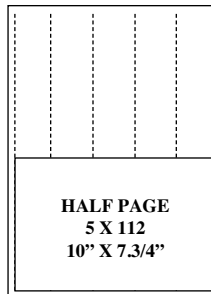
This applies to black & white material only.

Classified ads:

\$2.10 per word - minimum of 100 words

Standard Size (wide/deep):

	Columns/Lines	Total lines	wide x high
Full page	5 x 225	1125	10" x 15"3/4
Half page WIDE	5 x 112	560	10" x 7"3/4
Half page TALL	3 x 186	560	6" x 13"1/4
Half page TALL	4 x 140	560	8" x 10"
Quarter page TALL	2 x 140	280	3"3/4 x 10"
Quarter page WIDE	3 x 93	280	6" x 6"1/2
1/8 page TALL	2 x 70	140	3"3/4 x 5"
1/8 page WIDE	3 x 46	140	6" x 3"1/4



All rates are net. Effective January 1st, 2005

	1 insertion	2 insertions	3 insertions	4 insertions	Typesetting
Full page	\$1150	\$1045	\$1020	\$985	\$160
Half page	\$690	\$630	\$615	\$595	\$80
1/4 page	\$575	\$520	\$500	\$490	\$60
1/8 page	\$455	\$400	\$385	\$370	\$60

Multiple insertion rates apply only when the same ad is repeated.

Ask us about inserting your ad on our Website! www.cpa.ca

Mailing instructions: Send contracts, insertion orders and production material to:

François Beaudry, Finance/Advertising Coordinator, Canadian Psychological Association,

141 Laurier Avenue West, Suite 702, Ottawa ON K1P 5J3

Tel.: (613) 237-2144 ext. 327 Fax: (613) 237-1674 e-mail: fbeaudry@cpa.ca