

APS  
ADVERTISING



ASSOCIATION FOR PSYCHOLOGICAL SCIENCE



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## WHO IS APS?

APS is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our members provide a richer understanding of the world through their research, teaching, and application of psychological science. We are passionate about supporting psychological scientists in these pursuits, which we do by sharing cutting-edge research across all areas of the field through our journals and conventions; promoting the integration of scientific perspectives within psychological science and with related disciplines; fostering global connections among our members; engaging the public with our research to promote broader understanding and awareness of psychological science, and advocating for increased support for psychological science in the public policy arena.

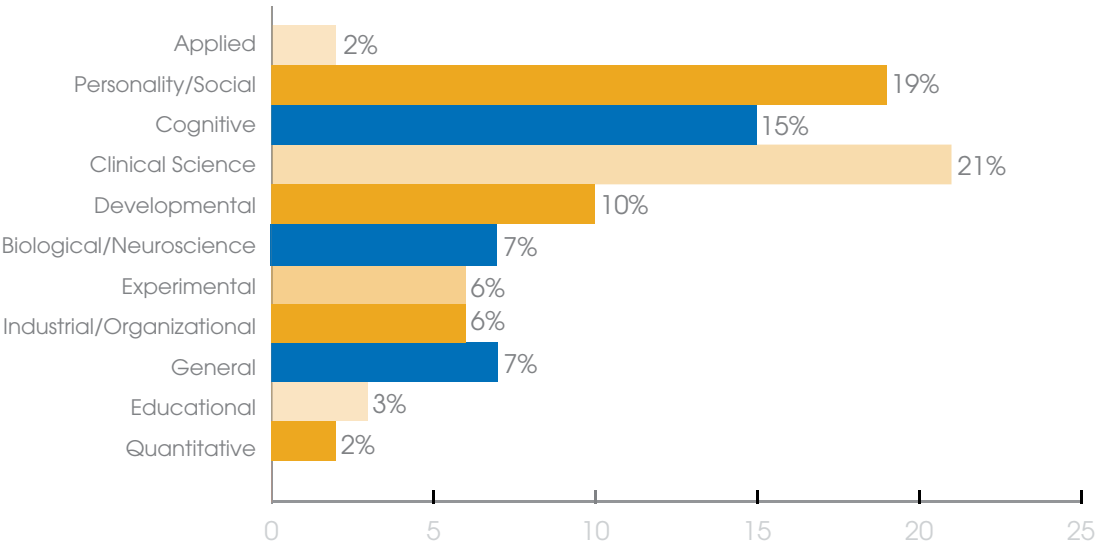


Questions? Contact APS at [APSMarketing@psychologicalscience.org](mailto:APSMarketing@psychologicalscience.org)

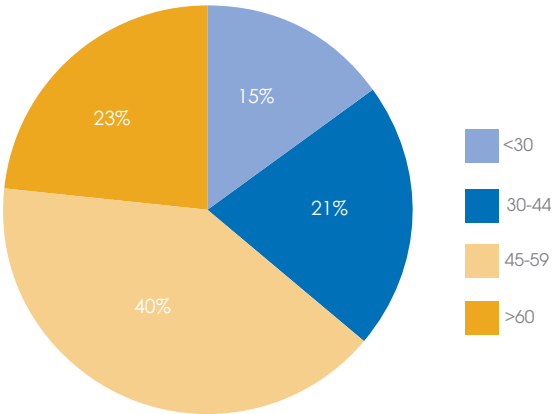


# WHO IS APS?

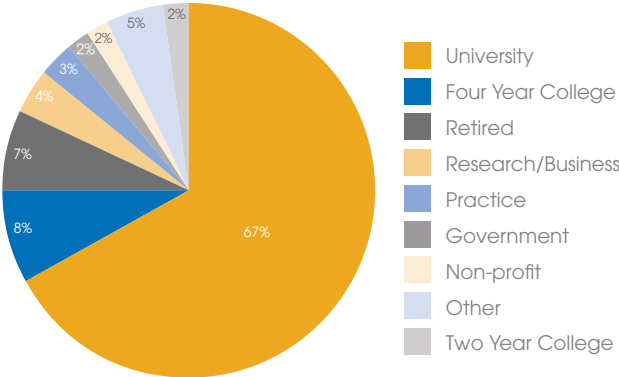
APS Members by Primary Field of Study



APS Members by Age



APS Members by Employment Sector



# APS ADVERTISING

## EMAIL BANNER ADS

<b>“Psychological Science Update” Banner Ad</b>	<b>600 px x 150 px</b>	<b>\$750/email</b>
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This email goes out every Friday morning to all APS members with an average open rate of 50%. Artwork is due the week prior to release.

<b>“This Week in Psychological Science” Banner Ad</b>	<b>600 px x 150 px</b>	<b>\$750/email</b>
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This email goes out every Tuesday morning to all APS members with an average open rate of 52%. Artwork is due the week prior to release.

<b>“Observer Digital” Banner Ad</b>	<b>600 px x 150 px</b>	<b>\$750/email</b>
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This email goes out on the first of every month and has an average open rate of 45%. Artwork is due the week prior to release.

<b>“Science Xpress” Banner Ad</b>	<b>600 px x 150 px</b>	<b>\$750/email</b>
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This email goes out monthly on the 3rd Thursday of the month to undergraduate and graduate students, with an average open rate of 45%. Artwork is due the week prior to release.

ADVERTISE IN  
APS JOURNALS

For information about journal advertising visit  
[www.psychologicalscience.org/advertising/journals](http://www.psychologicalscience.org/advertising/journals)

ADVERTISE AT THE  
APS ANNUAL CONVENTION

For information about convention advertising  
opportunities email: [aps@discoversb.com](mailto:aps@discoversb.com)

# APS ADVERTISING (CONT.)



## WEBSITE ADVERTISING

The APS website receives more than 12,000 visitors a day. Put your organization in front of thought-leaders in the field by advertising on [psychologicalscience.org](http://psychologicalscience.org).

### Featured Tile Ad

Minimum 800px x 500px

Starting at \$595 / 30 days

Website tile ads are displayed for 30 days on the APS website. We'll find the best ad placement on our site to reach your goals and audience. Contact us today for pricing and availability.

Homepage: \$1200

Observer pages: \$595

Convention: \$995 between Nov - May; \$595 all other months

Journals: \$995



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# APS ADVERTISING (CONT.)

## Rotating Sidebar Ad

Minimum width 800px

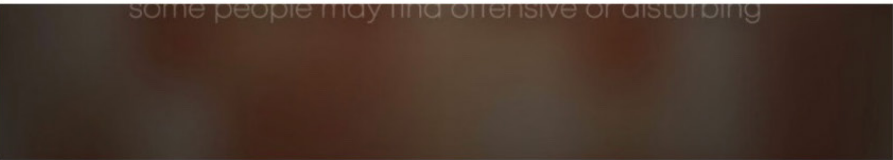
\$995 / 30 days

Show your ad on the entire suite of APS articles. APS articles garner more than 3.6 million views per year with an average engagement time of over one minute, averaging over 300,000 views per month.

## Exclusive Sidebar Ad

Minimum width 800px

\$1700 / 30 days



**A**dvocates for the use of trigger warnings suggest that they can help people avoid or emotionally prepare for encountering content related to a past trauma. But trigger warnings may not fulfill either of these functions, according to an [analysis](#) published in *Clinical Psychological Science*.

Instead, warnings appear to heighten the anticipatory anxiety a person may feel prior to viewing sensitive material while making them no less likely to consume that content, wrote Victoria M. E. Bridgland (Flinders University), Payton J. Jones, and Benjamin W. Bellet (Harvard University). Additionally, participants' distress levels after viewing potentially triggering material were the same regardless of whether or not they received a warning.

"When people see trigger warnings it makes them feel anxious, but that anxiety doesn't seem to be any sort of helpful emotional preparation," said Bridgland in an interview with APS. "We need more strategies to give people versus just putting a warning on something and assuming that is going to give them a toolkit for mental health."

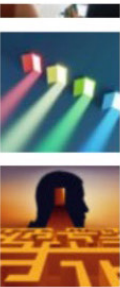
Bridgland, Jones, and Bellet reached their conclusions by comparing the results of 12 studies about the effects of content warnings on participants' negative emotional reactions, avoidance behavior, and comprehension. The majority of these studies included a mix of participants who were trauma survivors and people who did not report a history of traumatic experiences. The researchers' meta-analysis resulted in four findings:

- Warnings increase anticipatory anxiety. Across five studies, participants who read content warnings were more anxious prior to viewing potentially triggering material than those who did not.
- Warnings did not influence emotional reactions to content. Across nine studies, content warnings did not affect participants' feelings of distress, fear, or anxiety after viewing sensitive content.
- Warnings do not increase avoidance. Across five studies, participants viewed troubling content at about the same rate regardless of whether or not they received a trigger warning.
- Warnings do not impact comprehension. Across three studies, content warnings did not affect participants' understanding of written material.

"Existing published research almost unanimously suggests that trigger warnings do not mitigate distress," Bridgland and colleagues wrote. "Indeed, trigger warnings (including those used in the current studies) typically warn people about the distressing reactions they may have but do not explain how to reduce these reactions."


These findings also suggest that people do not use content warnings to avoid viewing triggering content, even when they have the option to do so, the researchers noted. This may be due to a "forbidden fruit" effect, which could make potentially aversive material more tempting to viewers.

Related content: [The Following News Release Contains Potentially Disturbing Content: Trigger Warnings Fail to Help and May Even Harm](#)




**Research Briefs**  
Recent highlights from APS journals articles on assessing allegations of harm, relationship well-being surrounding infidelity, the link between sleep and aggression, and much more. ▶

**Up-and-Coming Voices: Advances in Clinical Interventions**  
Students and early-career researchers discuss their research relating to advances in clinical psychology. ▶



**Florida Gulf Coast University**

Florida Gulf Coast University is seeking an  
**Assistant Professor, Neuroscience**





## APS ADVERTISING (CONT.)

**In-Content Ad**

**Minimum 1000px**

**Starting at \$595 / 30 days**

Want to reach an audience within a specific subject area or topic? Run an ad on an APS article or set of articles narrowed down by subject area. Contact us today for pricing and availability.

Most of us see the connection between social and physical pain as a figurative one. We agree that “love hurts,” but we don’t think it hurts the way that, say, being kicked in the shin hurts. At the same time, life often presents a compelling argument that the two types of pain share a common source. Old couples frequently make the news because they can’t *physically* survive without one another. In one example from early 2012, Marjorie and James Landis of Johnstown, Pennsylvania, who’d been married for 65 years, died just 88 minutes apart.

**APS members include prominent psychological scientists from around the world. Join today to be part of this important network.**

**aps** | ASSOCIATION FOR  
PSYCHOLOGICAL SCIENCE



# APS ADVERTISING (CONT.)



## APS WEBINARS, WORKSHOPS, AND EVENTS

### PROFESSIONAL DEVELOPMENT WORKSHOPS

Educational workshops and trainings designed to help psychological scientists further their careers inside and outside of academia. Free or discounted for APS members.

### SCIENCE FOR SOCIETY

A webinar series focused on educating the public and bringing psychological science to decision-makers working to solve real world problems. Free for APS members.

### PSPI LIVE

An online symposium series that highlights recent or upcoming papers published in the APS journal *Psychological Science in the Public Interest*, or *PSPI*. These 60-minute live events feature a presentation by the authors and perspectives and reflections by other authors, policymakers, or representatives of important stakeholder groups. Free for APS members.

### Sponsorship for Individual Webinar, Workshop, or Event

**\$3,000/per event**

- Ad placement on event page
- Slide with logo on video recording
- Banner ad in promotional emails (2 total)
- 1 social post with sponsorship mention

**Interested in sponsoring an entire webinar, workshop, or event series? Contact for information and pricing.**

## APS ADVERTISING (CONT.)



### PODCAST ADS

With new content posted monthly, Under the Cortex has more than 1.3K listeners per episode and over 100,000 downloads from more than 50 countries. As an advertiser, provide us with a short script (or recording) that will be featured within the podcast episode.

Single Ad, Monthly	<b>\$2,000</b>
Single Ad, Monthly (Exclusive)	<b>\$4,500</b>
Single Ad, Quarterly	<b>\$5,500</b>
Single Ad, Quarterly (Exclusive)	<b>\$12,500</b>



## APS ADVERTISING (CONT.)



Find qualified psychological scientists with the APS Employment Network. Pick the option that's right for you.

### BASIC JOB POSTING

30-Day Basic Posting	\$495
60-Day Basic Posting	\$975
90-Day Basic Posting	\$1,325

**The spotlight's on you.** In addition to a job posting and CV access, your position will be highlighted and moved to the top of the listings for unbeatable exposure.

### FEATURED JOB POSTING

30-Day Featured Posting	\$695
60-Day Featured Posting	\$1,375
90-Day Featured Posting	\$1,775

# APS ADVERTISING (CONT.)

## EMPLOYMENT ADVERTISING

Post your Employment Ad on the APS Employment Network AND feature your job on the APS website as a rotating ad.

### FEATURED JOB POSTING ON THE APS WEBSITE

<b>30-Day APS and Employment Network Posting</b>	<b>\$1,050</b>
<b>60-Day APS and Employment Network Posting</b>	<b>\$1,500</b>
<b>90-Day APS and Employment Network Posting</b>	<b>\$1,800</b>

Post your Employment Ad on the APS Employment Network AND feature your job in APS's Psychological Science Update - a weekly newsletter sent to all APS members.

### BASIC JOB POSTING AND ONE-TIME TEXT AD IN APS NEWSLETTER

<b>30-Day APS Newsletter and Employment Network Posting</b>	<b>\$1095</b>
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**APS EMPLOYMENT NETWORK**

**Making Connections That Matter**

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PSYCHOLOGICAL SCIENCE

# INSERTION ORDER

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Agency (if applicable): \_\_\_\_\_

Billing Address: \_\_\_\_\_

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PO# (if applicable): \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I have read and agree to all the rules and regulations. Signature: \_\_\_\_\_

## APS WEBINARS, WORKSHOPS, AND EVENTS

Sponsorship  \$3,000  Type: \_\_\_\_\_

## DIGITAL INFORMATION

### WEBSITE BANNER ADS

- Featured Tile Ad \$\_\_\_\_/\_\_\_\_ days
- Rotating Sidebar Ad \$995/30 days
- Exclusive Sidebar Ad \$1700/30 days
- In-Content Ad \$\_\_\_\_/\_\_\_\_ days

### EMAIL ADS

- "Psychological Science Update" Banner Ad \$750/email
- "Observer Digital" Banner Ad \$750/email
- Science Xpress Banner Ad \$750/email
- "This Week in Psychological Science" Banner Ad \$750/email

To schedule your digital ad campaign, please email [APSMarketing@psychologicalscience.org](mailto:APSMarketing@psychologicalscience.org).

## PODCAST ADS

- Single Ad, Monthly \$2,000
- Single Ad, Quarterly \$5,500
- Single Ad, Monthly\* \$4,500
- Single Ad, Quarterly\* \$12,500 \*exclusive sponsorship

## EMPLOYMENT ADVERTISING

- 30-Day Basic Posting \$495
- 30-Day APS and Employment Network Posting \$1,050
- 60-Day Basic Posting \$975
- 60-Day APS and Employment Network Posting \$1,500
- 90-Day Basic Posting \$1,325
- 90-Day APS and Employment Network Posting \$1,800
- 30-Day Featured Posting \$695
- 30-Day Basic Posting and one-time text ad in APS Newsletter \$1,095
- 60-Day Featured Posting \$1,375
- 90-Day Featured Posting \$1,775



## PAYMENT

Association for Psychological Science  
1800 Massachusetts Ave. NW, Suite 402 • Washington, DC 20036-1218 USA  
Phone: +1-202-293-9300 • **APSMarketing@psychologicalscience.org**

Total \$

Checks made payable to **Association for Psychological Science** in US funds

**Payment**  Credit Card  Check

Authorized Signature \_\_\_\_\_

## TERMS AND CONDITIONS

1. As used in this section titled “Terms and Conditions,” the term “publisher” shall refer to APS.
2. All contents of advertisements are subject to publisher’s approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader.
3. Publisher reserves the right to insert the word “advertisement” above or below any copy.
4. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
5. Cancellations by advertisers and/or their agencies must be received by published reservations closing date or advertiser will be held responsible for payment of 50% of total advertisement cost.
6. Advertiser or agency will make payment 30 days (Terms Net 30) from the receipt of invoice. Payment must be made in U.S. dollars, U.S. bank only. A service charge of 1.5% per month (equivalent to 18% per year) will be assessed to past due terms.
7. By placing advertising with APS, advertisers and advertising agencies accept these terms and conditions.

Association for Psychological Science  
APSMarketing@psychologicalscience.org  
202-293-9300



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