



## ***Program and Website Advertising Information***

Advertising space is available in the MPA Convention Program, which is given to all individuals who register for the meeting. For 2019 we expect approx. 3000 attendees.

### **COPY**

Copy for full page adverts can be submitted for inclusion in the official program for the Annual Convention of the Midwestern Psychological Association. Layouts for the ads must be provided by the advertiser in camera-ready form (high resolution, black and white, PDF).

### **SIZE**

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

### **FEES**

|                                 |       | <b>Discounted rate for Exhibitors</b> |
|---------------------------------|-------|---------------------------------------|
| Back cover (COLOR AD)           | \$900 | \$750                                 |
| Inside Cover (front) (COLOR AD) | \$600 | \$500                                 |
| Inside Cover (back) (COLOR AD)  | \$600 | \$500                                 |
| Full page (BLACK AND WHITE)     | \$300 | \$150                                 |

***The availability of the back and inside cover pages should be determined by contacting the MPA Convention Manager. These ads can be in submitted in color.***

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 8, 2018**.

Unless specified in writing, all copy becomes the property of the Midwestern Psychological Association and will not be returned.

## ***Advertising on the MPA Website***

You may also advertise your graduate program, journal, business, or service on the MPA website. There is no deadline for advertising on the website. All ads run through the end of the fiscal year, July 1st.

**Requirements:** Please prepare a 200 x 200 pixel ad in color or black-and-white. When you submit your ad, indicate the url (web address) to which you'd like people directed when they click your ad (e.g., your school/business website).

**Rates:** Home page: \$500; Other pages: \$200; job listing complimentary

### **PAYMENT**

Upon receipt of your order, MPA will submit an invoice via e-mail and you will be able to pay electronically into the MPA PayPal account or check (details below).



**Program Advertising Order**

Name of Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Representative's Name \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

I am ordering

- \_\_\_\_\_ Back Cover @ \$900
- \_\_\_\_\_ Inside Front Cover @ \$600
- \_\_\_\_\_ Inside Back Cover @ \$600
- \_\_\_\_\_ Full Page @ \$300

I am an exhibitor

- \_\_\_\_\_ Back Cover @ \$750
- \_\_\_\_\_ Inside Front Cover @ \$500
- \_\_\_\_\_ Inside Back Cover @ \$500
- \_\_\_\_\_ Full Page @ \$150

Only full-page ads are accepted for the back cover, inside front and back covers. Please determine the availability of these covers before placing your order.

Please tick here if you want a copy of the Program Book mailed to the contact/address above after the conference

**Website Ad (ads run to July 31<sup>st</sup> 2019)**

\_\_\_\_\_ Home Page @ \$500 \_\_\_\_\_ Other Pages @ \$200 \_\_\_\_\_ Job Listing (free)

Please fill in all the fields above and send form electronically to [Lorraine.Grogan@conferencedirect.com](mailto:Lorraine.Grogan@conferencedirect.com)  
MPA will send you an electronic invoice from our PayPal account with the amount owed. You will then be able to make an e-payment directly into the MPA account OR please make checks payable to Midwestern Psychological Association and the invoice will give you an address to mail the check.

If you need a W-9 FORM or Tax ID number please contact Lorraine Grogan.

I have read the information provided by the Midwestern Psychological Association for its advertisers and I agree to comply with these instructions and deadlines.

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

Please complete this form and return via e-mail to:  
Lorraine Grogan, Convention Manager  
Midwestern Psychological Association  
[Lorraine.grogan@conferencedirect.com](mailto:Lorraine.grogan@conferencedirect.com)