

The MARYLAND PSYCHOLOGIST

DISPLAY AD RATES & SIZES

	RATE	SIZE	BLEED SIZE*
Cover: Inside Front (4-Color)	\$600	7.5" x 10"	8.75" x 11.25" (includes 1/8" bleed on all four sides)
Cover: Inside Front (B/W)	\$450	7.5" x 10"	8.75" x 11.25" (includes 1/8" bleed on all four sides)
Cover: Inside Back (4-Color)	\$600	7.5" x 10"	8.75" x 11.25" (includes 1/8" bleed on all four sides)
Cover: Inside Back (B/W)	\$450	7.5" x 10"	8.75" x 11.25" (includes 1/8" bleed on all four sides)
Full Page (B/W)	\$400	7.5" x 10"	8.75" x 11.25" (includes 1/8" bleed on all four sides)
½ Page Horizontal (B/W)	\$250	7.5" x 4.875"	
½ Page Square (B/W)	\$225	4.917 x 4.917"	
¼ Page Vertical (B/W)	\$200	3.625 x 4.885"	

TMP Trim size is 8.5x11" (with 3-hole punch on spine side)

*Safety margin: Keep all LIVE matter, not intended to trim, ¼" from head and foot trim and ½" from outer trim.

SUBMISSION GUIDELINES

WHAT TO SEND

- **Press-Ready PDF File.** We recommend using Adobe Acrobat to produce PDF files.

IMAGES

- Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a website, are of unacceptable quality for magazine printing.
- CMYK or grayscale files are acceptable. RGB, Lab or Index color files are unacceptable.
- Use or scale your images as close to the actual reproduction size as possible; a 20% margin plus or minus is optimal.

FONTS

- We prefer that you use PostScript Type 1 fonts or OpenType fonts.
- TrueType fonts may be used, however *The Maryland Psychologist* reserves the right to substitute PostScript Type 1 fonts if problems arise.
- Multiple Master fonts are not recommended. They may not image properly in computer-to-plate printing.
- "Faux" type commands (for bold, italic, bold italic, etc.) should not be used. If italics are desired, then the italic version of the font should be used.

NOTES

- All colors must be CMYK or grayscale. No RGB, Lab or Index color. Tints and color type in four-color ads must be produced in a CMYK equivalent.
- Do not submit color files for black and white ads.
- Black and white images and objects should be grayscale, not the black channel of CMYK.

HOW TO SEND

- **E-mail** completed ad to: members@marylandpsychology.org

SUBMISSION DEADLINES

Artwork submissions are due the last Friday of the month indicated: **Winter**—December, **Spring**—March, **Summer**—June, **Fall**—September

ADVERTISING CONTACT INFORMATION

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All advertisements are accepted subject to editorial approval. MPA reserves the right to decline ads that do not fit the newsletter's format. MPA makes no representations regarding the classified ads. The information is provided by the advertisers, who are solely responsible for the content.