



Oregon
Psychological
Association

OPA ADVERTISING INFORMATION

ADVERTISEMENT RATES

BULLETIN DISPLAY ADS

- ¼ page: \$75
- ½ page: \$150
- Full page: \$300

BULLETIN CLASSIFIED ADS

Classifieds are \$20 for the first three lines (50 character space line, including spacing and punctuation), and \$5 for each additional line.

Please note that as a member benefit, classified ads are complimentary to OPA members. Members will receive one complimentary classified ad per newsletter with a maximum of 8 lines (approximate 50 character space line, including spacing and punctuation). Any lines over the allotted complimentary 8 will be billed at \$5 per additional line. Any additional ads will be billed at the above rates.

WEBSITE CLASSIFIED ADS

Classified ads on our website are \$50 for a 30 day listing for 100 words or less. Ads must be submitted directly to the website on-line at www.opa.org. Once there please click on the advertising button for instructions.

ADVERTISING REQUIREMENTS

- All ads submitted must be camera-ready and match exact size requirements specified in the enclosed pages. Camera-ready is a term that defines artwork or type that is ready for publication and does not require manipulation or typesetting.
- If your advertisement does not match the specified size requirements, it will be returned.

DEADLINES*

2012

March/April Issue – deadline is March 2

May/June Issue – deadline is May 11

July/August Issue – deadline is July 6

September/October Issue – deadline is September 7

December/January Issue – deadline is December 7

*Subject to change

Each issue is typically emailed out in an electronic format during the final week of the second month listed for publication. While OPA and the *Bulletin* strive to include all

advertisements in the most current issue, we can offer no guarantee as to the timeliness of mailing the publication nor of the accuracy of the advertising. OPA reserves the right to not publish advertisements or articles.

For information regarding advertising placement, please call OPA at 503.253.9155 or 800.541.9798 or via email at info@opa.org

ADVERTISEMENT SPECIFICATIONS

- All ads submitted must be electronically, camera-ready, and match exact size specifications defined on these enclosed pages.
- Ads should be submitted electronically if they are in JPEG or PDF file format and can be color (in a RGB format) to info@opa.org specifying which issue the ad is to run in and including a billing name, address and phone number.
- No bleeds or negatives.
- Color ads are preferred and need to be in a RGB format.

Dimensions & Fees:

¼ Page (Horizontal):	4 7/8" x 3 3/4"	\$75
¼ Page (Vertical):	3 3/4" x 4 7/8"	\$75
Half Page (Vertical):	5" x 7 1/2 "	\$150
Half Page (Horizontal):	7 1/2" x 5"	\$150
Full Page:	7 1/2" x 10"	\$300

ADVERTISING POLICIES

I. General

1. All advertising is subject to OPA's approval. OPA reserves the right to refuse any ad, and does not accept political ads. While we strive to include all advertisements in the most current issue, we can offer no guarantee as to the timeliness of mailing the publication nor the accuracy of the advertising.
2. Advertisers are encouraged to describe products and services in an accurate and complete manner. OPA reserves the right to refuse to accept ads which because of omissions or inaccuracies provide misleading information.
3. The publication of any advertisement by OPA is neither an endorsement of the advertiser nor of the products or services advertised. OPA is not responsible for any claims made in any advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece, the fact that a product or service has been advertised in an OPA publication.

4. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements used, and also assume responsibility for any claims arising therefrom made against OPA.
5. OPA assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. OPA cannot guarantee requests for specified position or placement of ads.
7. OPA's liability for any error will not exceed the charge for the advertisement in question.
8. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions, or copy instructions which conflict with OPA's stated policies will be binding on OPA.

II. Orders

1. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. A contract period starts from the date of the first insertion. Orders are accepted for not more than one year in advance.
3. Individual billing at multiple insertion rate on contract basis only.
4. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.