

A close-up photograph of a person's hands. The person is wearing a dark blue suit jacket over a light-colored shirt. Their right hand is holding a black pen with silver accents, poised over a tablet device. Their left hand is resting on a white surface. The background is blurred, showing a bright, indoor setting.

Recruit
Today's Top
Psychologists

APA **psycCareers** MEDIA KIT 2021

CAREER CENTRAL

Secure Your Perfect Hire

APA psycCareers is the premier resource for job seekers and employers in psychology. Our extensive reach in the mental health field allows us to quickly and efficiently connect employers looking to hire with thousands of highly qualified psychologist job seekers.

REACH

1M+
Page Views/Year

9,000+
Active Job Seekers

40%
APA Members

60%
Non-Member
Psychology
Professionals



■ APA Member Job Seekers

We have 4,000+ members* from all areas of the psychology landscape who use APA psycCareers. They are practitioners, scientists, researchers, educators, consultants, and students.

* as of December 31, 2019

REACH



GENDER

68%
FEMALE

29%
MALE

AGE

22%
25-34

29%
35-44

18%
45-54

EDUCATION

45%
PHD

21%
PSYD

19%
MA OR OTHER

■ Employer Benefits

Employers can quickly connect with thousands of highly engaged psychologists through job postings on www.psycCareers.com.

- ✓ QUICK AND EASY ACCOUNT REGISTRATION, MANAGEMENT AND JOB POSTING
- ✓ UNLIMITED ACCESS TO THOUSANDS OF EXCEPTIONALLY QUALIFIED PSYCHOLOGY JOB SEEKERS AND RESUMES
- ✓ DETAILED COMPANY PROFILE AND LOGO UPLOAD CAPABILITIES
- ✓ 1-ON-1 ENGAGEMENT WITH JOB SEEKERS THROUGH IN-PERSON AND VIRTUAL JOB FAIRS



■ Job Seeker Benefits

APA psycCareers is not only the best source of psychology jobs in the nation, it also offers a wealth of APA resources to help psychologists further their careers.

IT'S A POWER TOOL:

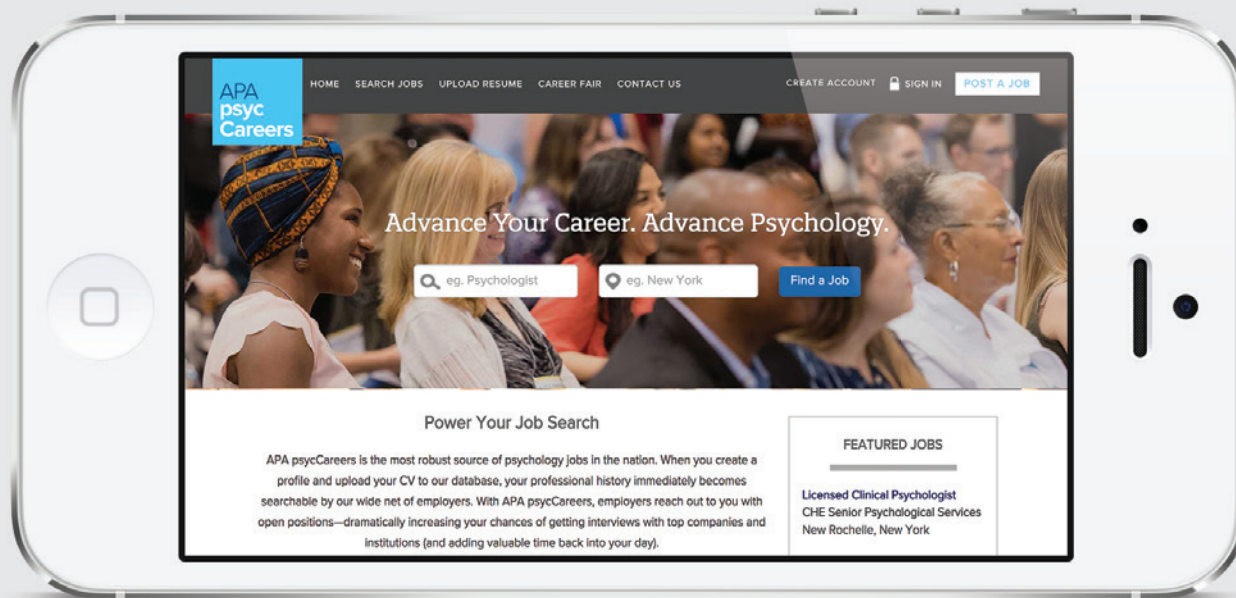
- ✓ CAREER GUIDES
- ✓ NETWORKING TIPS
- ✓ APA PSYCCAREERS LIVE PRESENTATIONS
- ✓ CAREER COACHING
- ✓ 1-ON-1 ENGAGEMENT WITH EMPLOYERS THROUGH IN-PERSON AND VIRTUAL JOB FAIRS

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■ The Best Way to Reach Job Seekers

Place your job advertisements where highly qualified psychologists search for open positions—APA psycCareers.



EXPOSURE. OPPORTUNITY.

- ✓ JOB BOARD
- ✓ APA MEMBER EMAIL
- ✓ PUBLICATIONS
- ✓ BANNER ADVERTISING
- ✓ IN-PERSON EVENT
- ✓ VIRTUAL JOB FAIRS

■ Job Posting Made Easy

Click on Post a Job at www.psyccareers.com, and choose the package that meets your needs the best. Options include single postings online with or without print as well as bulk bundles of multiple listings. (See page 15).



JOB BOARD POSTING

TALENT

Your job will receive performance based (pay-per-click) distribution on other sites including Jobs2Careers, ZipRecruiter, and Juju.

FEATURED

Job rotates in premier position on the job board and apa.org homepages as well as the top of the search results.

SOCIAL

Your job will be hand-posted to the APA psycCareers Twitter feed and the APA LinkedIn page on a weekly basis (up to 4 times).

■ Posting Add-Ons

Boost your visibility and target the people you want with these additional options.

DIVERSITY

Attract qualified candidates while increasing the diversity in your organization.

VETERANS

Reach your next great employee and show your support for members of our military and armed forces.

■ **Monitor on Psychology**

Build your brand and recruit the best psychologists in the industry by advertising in *Monitor on Psychology*, APA's print magazine. *Monitor on Psychology* is published 8 times a year, and is received by more than 76,000 APA member psychologists, nonmember clinicians, and institutions.

The special July/August Convention issue receives a bonus distribution at the APA Annual Convention and APA psycCareers LIVE Job Fair.



■ Recruitment Ads

All print ads include an online posting on www.psycCareers.com.

DISPLAY AD

- ✓ THE MOST EXPOSURE FOR YOUR RECRUITMENT ADVERTISING
- ✓ BOXED AD WITH A LOGO
- ✓ FREQUENCY AND AGENCY DISCOUNTS

LINE AD

- ✓ MOST COST-EFFECTIVE WAY TO RECRUIT PERSONNEL
- ✓ NO FREQUENCY AND AGENCY DISCOUNTS





■ APA psycCareers LIVE Job Fair

Connect with 12,000+ attendees at APA 2021 with a space in the APA psycCareers LIVE Job Fair. This is the only APA Convention activity dedicated entirely to job recruitment—all in a centralized location in the Solutions Center.

* APA Solutions Center RFID Analytics, APA 2019, Administered by Alliance Tech

BUILD CONNECTIONS:

- ✓ APA SOLUTIONS CENTER: 7,800 VISITORS*
- ✓ RECRUIT PSYCHOLOGISTS IN-PERSON
- ✓ APA 2021 SPONSORSHIPS
- ✓ APA 2021 MOBILE APP
- ✓ APA 2021 PROGRAM
- ✓ APA 2021 PROGRAM SUPPLEMENT
- ✓ ONSITE DIGITAL SIGNAGE



■ Virtual Job Fairs

Reach highly qualified job seekers in psychology throughout the year with a remote booth space at one of our APA psycCareers LIVE Virtual Job Fairs. This is your best no-travel opportunity to meet your hiring needs and connect with APA members and other job seekers in the psychology community.

CONNECT VIRTUALLY:

- ✓ ONE (1) VIRTUAL JOB FAIR BOOTH
- ✓ FULL ACCESS TO LIVE CHAT AND VIDEO CONFERENCING
- ✓ TWO 30-DAY BASIC JOB POSTINGS ON APA PSYCCAREERS
- ✓ UNLIMITED RESUME DATABASE ACCESS FOR 60 DAYS

Ad Rates and Specs

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PRINT OPTIONS PAGES 16–17

APA PSYCCAREERS JOB FAIRS PAGE 18–19

Online Only Packages

WWW.PSYCCAREERS.COM

	BASIC \$499 Online exposure for your open position(s)	FEATURED \$699 Highlighted job, stays at the top of search results	PREMIUM \$949 Add your job to an email to APA members	ULTIMATE \$1,499 Multi-channel exposure to APA members and online job seekers
ONLINE JOB POSTING 30-days job posting	✓	✓	✓	✓
RESUME DATABASE Unlimited access	✓	✓	✓	✓
FEATURED STATUS Highlighted job pinned to the top of search results		✓	✓	✓
EMAIL TO APA MEMBERS Job emailed to more than 80,000 psychologists			✓	✓
PRINT AD Text-only ad in <i>Monitor on Psychology</i> (up to 250 words)				✓
BANNER AD 300 x 250px ad on PsycCareers.com				✓
APPLICANTS Based on data pulled by Webscribble Solutions, Inc., the APA psycCareers web hosting vendor, July 2019		65% more applicants than basic	115% more applicants than basic	132% more applicants than basic

JOB POSTING PACKAGES

TYPE	COST	SAVINGS	EXPIRATION
3-Post Pack	\$1,195	20%	4 months
6-Post Pack	\$2,245	25%	7 months
12-Post Pack	\$4,190	30%	12 months

✓ Save a minimum of \$100 per job post when you purchase a multiple job posting package.

Print Options

MONITOR ON PSYCHOLOGY

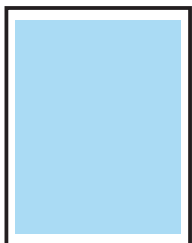
	LINE AD—\$250 +\$3/word Reach engaged candidates through print and online exposure.	LINE AD PLUS—\$685 +\$3/word Job highlighted online and in APA member email.	DISPLAY AD—based on size Showcase your open position(s) using logos and images.
PRINT			
PRINT JOB AD One time black and white print ad	✓	✓	✓
BOX AND LOGO Standout with graphics			✓
ONLINE			
ONLINE JOB POSTING Exposure on PsycCareers.com	30 days	30 days	60 days
RESUME DATABASE Unlimited access	✓	✓	✓
EMAIL TO APA MEMBERS Job emailed to more than 80,000 psychologists		✓	✓
FEATURED STATUS Highlighted job pinned to the top of search results		✓	✓

2021 DEADLINES

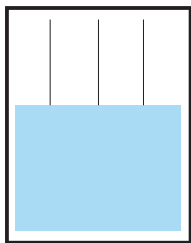
ISSUE MONTH	MATERIALS DEADLINE
JAN/FEB	NOV 18
MAR	JAN 21
APR/MAY	FEB 18
JUN	APR 22
JUL/AUG	MAY 27
SEP	JUL 22
OCT	AUG 26
NOV/DEC	SEP 23

AD RATES & SPECS

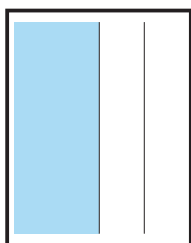
DISPLAY AD SIZES



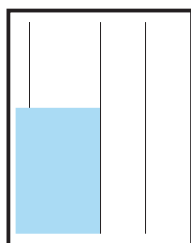
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Word count:
801-1,000
6.87" X 9"



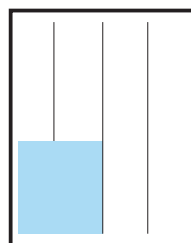
2/3 page: \$5,040
Word count: 601-800
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Vertical: 5.12" X 8"



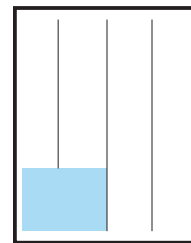
1/2 page: \$3,780
Word count: 401-600
Horizontal: 6.87" X 4.5"
Vertical: 3.37" X 9"



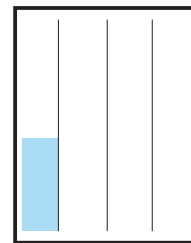
1/3 page: \$2,520
Word count: 301-400
Horizontal: 5.12" X 4"
Vertical: 3.37" X 6"



1/4 page: \$1,890
Word count: 201-300
Horizontal: 3.37" X 4.5"
Vertical: 1.62" X 9"



1/6 page: \$1,260
Word count: 101-200
Horizontal: 3.37" X 3"
Vertical: 1.62" X 6"



1/8 page: \$945
Word count: up to 100
1.62" X 4.5"

APA psycCareers LIVE Job Fair

	REMOTE \$1,499 without booth	BASIC \$2,199 with booth	PRIME \$4,999 with booth	DELUXE \$9,999 with booth
RESUME DATABASE Unlimited access through August 31, 2021	✓	✓	✓	✓
MOBILE APP APA Convention mobile app listing	✓	✓	✓	✓
JOB IN MARKETING EMAILS Sent to attendees pre-convention	link	link	logo	logo
ONLINE JOB POSTINGS On APA psycCareers through August 31, 2021	2	2	5	10
PROGRAM GUIDE AD Black and white ad in APA psycCareers LIVE program guide	½ page	full page	color premium placement or 2-page b/w spread	color premium placement or 2-page b/w spread
CONVENTION REGISTRATIONS Complimentary Exhibitor Registrations	n/a	4	6	8
BOOTH SPACE One (1) 10x10' Job Fair booth		✓	✓	✓
EMAIL TO APA MEMBERS Job emailed to more than 80,000 psychologists			✓	✓
ONSITE BANNER LOGO Company logo on onsite APA psycCareers LIVE booth signage			✓	✓
MAILING LISTS List of attendees who have pre-registered for convention and the full post-convention list (hard addresses only; no email addresses)			✓	✓
SPONSORED RECEPTION Hour-long catered meet and greet hosted in the Job Fair hub				✓
PARTICIPATING SPONSOR RECOGNITION Logo on APA 2021 website and on signage throughout Solutions Center				✓
APA PSYCCAREERS BANNER AD One (1) 30-day 300 x 250 banner ad on www.psycCareers.com				✓

■ Virtual Job Fair

Reach highly qualified job seekers in psychology with a remote booth space at one of our virtual job fairs. The virtual format provides an easy, effective way to reach psychologists and answer their questions about your open positions from the comfort of your home.

PRICE	\$1,499
VIRTUAL JOB FAIR BOOTH	One (1)
LIVE CHAT AND VIDEO CONFERENCING WITH JOB SEEKERS	Full access
ONLINE JOB POSTINGS On APA psycCareers	Two 30-day basic job postings
RESUME DATABASE ACCESS	Unlimited for 60 days

HOW IT WORKS

After registering your organization as a participating employer, you will be given access to create and customize your own booth, complete with your logo, images, videos and other information to make your organization stand out.

Your representatives will connect 1-on-1 with attendees via live text or video chat to get to know potential candidates, answer their questions and determine how to move forward.

Contact Us

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