

Advertising Insertion Order/Contract  
***The New York School Psychologist***



**NYASP**  
NY Association of School Psychologists

NYASP publishes a newsletter three times a year, in hard-copy format, entitled *The New York School Psychologist*. This newsletter is distributed to all NYASP members (who are primarily practicing school psychologists, faculty at university training programs, and graduate students), and many other interested parties (such as school administrators and legislators). Typically 1100-1300 copies are printed per issue.

Unit	Dimensions (w x h)	Cost (B&W)	Cost (color)
Full Page	7.5" x 10"	\$1,000	\$1,200
Half Page Vertical	3.25" x 10"	\$750	\$900
Half Page Horizontal	7.5" x 4.5"	\$750	\$900
Quarter Page	3.25" x 4.5"	\$500	\$700

#### Advertising Specifications

- Only electronic files will be accepted. Email artwork to [newsletter-editor@nyasp.org](mailto:newsletter-editor@nyasp.org)
- Advertisements can be in full color.
- The following formats are accepted:
  - ⇒ press optimized .pdf files
  - ⇒ .bmp files
  - ⇒ .tiff files will be accepted.

Issue 1 Deadline: October 1  
Issue 2 Deadline: January 1  
Issue 3 Deadline: June 1

#### Advertising Guidelines

All copy is subject to NYASP approval. NYASP reserves the right to edit or refuse ad materials that are determined unsuitable. Because of our commitment to diversity, nondiscrimination, and good taste, NYASP prohibits discrimination of any kind within its publications.

*Publication of an advertisement in The New York School Psychologist does not necessarily indicate official sanction, promotion, or endorsement by NYASP. However, ads will be accepted based on legal, social, professional and ethical considerations.*

Please email editor Michael Paff at [newsletter-editor@nyasp.org](mailto:newsletter-editor@nyasp.org) with any questions.