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Association for Behavior Analysis International

Advertising in ABAI Publications 2012

Included in this document you'll find:

- Information for advertising in the Annual Convention and Autism Conference Program Books
- Information for advertising in other ABAI publications



Advertising in ABAI Journals

The Behavior Analyst

This peer-reviewed journal is the official publication of the Association for Behavior Analysis International. Your ad will be seen by more than 6,000 members and other subscribers.

Advertisement due dates: February 1st (spring issue) and August 1st (fall issue)



Inside Behavior Analysis

Your message will reach all members of ABAI when you advertise in this widely read newsletter. As the association's primary means of communicating with members, the newsletter contains information about association activities, upcoming events, and other items of interest to the behavior analysis community.

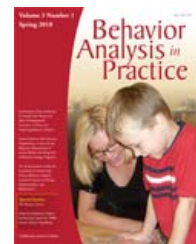
Advertisement due dates: December 15th (spring issue), June 15th (summer issue), and September 15th (fall issue)



Behavior Analysis in Practice

Published twice a year in the spring and fall, *Behavior Analysis in Practice* is a peer-reviewed translational publication designed to provide science-based information on best practices in behavior analysis. The journal boasts more than 600 subscribers, including practicing behavior analysts, educators and related personnel, staff in settings where behavior analytic services are provided, and scientist-practitioners.

Advertisement due dates: February 1st (spring) and August 1st (fall)



The Analysis of Verbal Behavior

This annual publication contains experimental and theoretical papers in behavior analysis. Your ad in this prestigious journal will be seen by more than 600 subscribers.

Advertisement due date: February 1st





Organizational Sponsor, Exhibitor, and Advertiser Order Form

Complete your opportunities order form and fax or mail it to the ABAI office. *Reserve early for best positions.*
 ABAI; 550 West Centre Ave., Suite 1; Portage, MI 49024; Fax: (269) 492-9316

ABAI Event or Publication	Opportunity	Description	Price	Order
Organizational Member	New Members	Includes: Organization link, logo, and 65-word description on the ABAI website; three individual ABAI memberships; exhibit booth (10' x 10') at the Annual Convention with three convention registrations; one institutional subscription to <i>The Analysis of Verbal Behavior</i> (TAVB); two free job postings on ABAI's job placement website with reduced pricing on additional postings; poster at the new Career Expo; classified ad (25 lines) in three issues of <i>Inside Behavior Analysis</i> (2012); acknowledgement in the Annual Convention program book; for new organizational members, a two-page write-up in <i>Inside Behavior Analysis</i> .	\$4,925	
	Renewing Members		\$3,350	
2012 Annual Convention	Employment Event	Exhibiting organization	NEW! Special employment event Saturday from 8:00 am–9:00 am for employers and job seekers to meet face to face; post your job openings online and have the opportunity to meet with job seekers and schedule interviews on site. (Exhibiting organizations must sign up on booth reservation form to participate.)	FREE!
		Non-exhibiting organization table reservation		\$100
	Exhibits	Premium Booth	ABAI will accept a limited number of organizations for exhibit booths at the Annual Convention. Reach more than 4,500 attendees with your products and services, as well more than 25,000 viewers of conference materials.	\$1,650
		Value Booth		\$1,485
		Company of fewer than 10 employees—Premium Booth		\$1,125
		Company of fewer than 10 employees—Premium Booth		\$1,015
	Program	Inside front or back cover (5" x 7")	Your organization's ad included in the printed program book given to all attendees.	\$1,725
		Full color upgrade for inside covers		\$600
		Full page (5" x 7")		\$1,075
		Half page (5" x 3.5")		\$725
		Business card (4" x 2.5")		\$250
	2012 Autism Conference	Exhibits	Premium Booth	Increase your exhibit visibility with a prime booth location.
Value Booth			\$1,350	
Company of fewer than 10 employees—Premium Booth			\$1,125	
Company of fewer than 10 employees—Premium Booth			\$925	
Program		Inside front or back cover (5" x 7")	Your organization's ad included in the printed program book given to all attendees.	\$1,395
		Full color upgrade for inside covers		\$600
		Full page (5" x 7")		\$925
		Half page (5" x 3.5")		\$625
		Business card (4" x 2.5")		\$195
Subtotal				

ABAI Event or Publication	Opportunity	Description	Price	Order	
Periodicals	<i>Inside Behavior Analysis</i>	Inside front or back cover (8" x 10.5")	Your organization's ad will reach all members of ABAI when you advertise in this widely read publication. Please circle which issues(s) you are reserving: Spring Summer Fall	\$1,025	
		Business card (4" x 2.5")		\$225	
		Color upgrade		\$600	
		Half page (7" x 4.75" or 3.75" x 9.5")		\$525	
		Full page (7" x 9.5")		\$795	
			25% discount on three or more ads		
	<i>Behavior Analysis In Practice</i>	Inside front or back cover full page (7.5" x 10")	ABAI's practice-centered publication—now accepting advertising. Circulation of more than 600 within and beyond ABAI membership. Please circle which issue(s) you are reserving: Spring Fall	\$850	
		Business card (4" x 2.5")		\$225	
		Half page (7.5" x 5" or 3.75" x 10")		\$425	
		Quarter page (3.75" x 5")		\$325	
		Full page (7.5" x 10")		\$545	
			25% discount on three or more ads		
	<i>The Analysis of Verbal Behavior</i>	Inside back cover full page (5" x 7")	Annual publication with a circulation of 600 publishes experimental or theoretical papers in behavior analysis. Your ad in this prestigious journal will be seen by the market you want to reach.	\$795	
		Full page (5" x 7")		\$595	
		Half page (5" x 3.5")		\$425	
		Business card (4" x 2.5")		\$225	
	<i>The Behavior Analyst</i>	Inside back cover full page (5" x 7")	The official publication of the Association for Behavior Analysis International; your ad will be seen by all 6,300 members and beyond. Please circle which issue(s) you are reserving: Spring Fall	\$1,025	
		Business card (4" x 2.5")		\$225	
		Half page (5" x 3.5")		\$525	
		Full page (5" x 7")		\$795	
		25% discount on three or more ads			
Additional sponsorship opportunities from pages 11 & 12 of this document		Please indicate the specific programs you wish to sponsor in the following box. →		\$	
			Subtotal from previous page	\$	
			TOTAL DUE	\$	

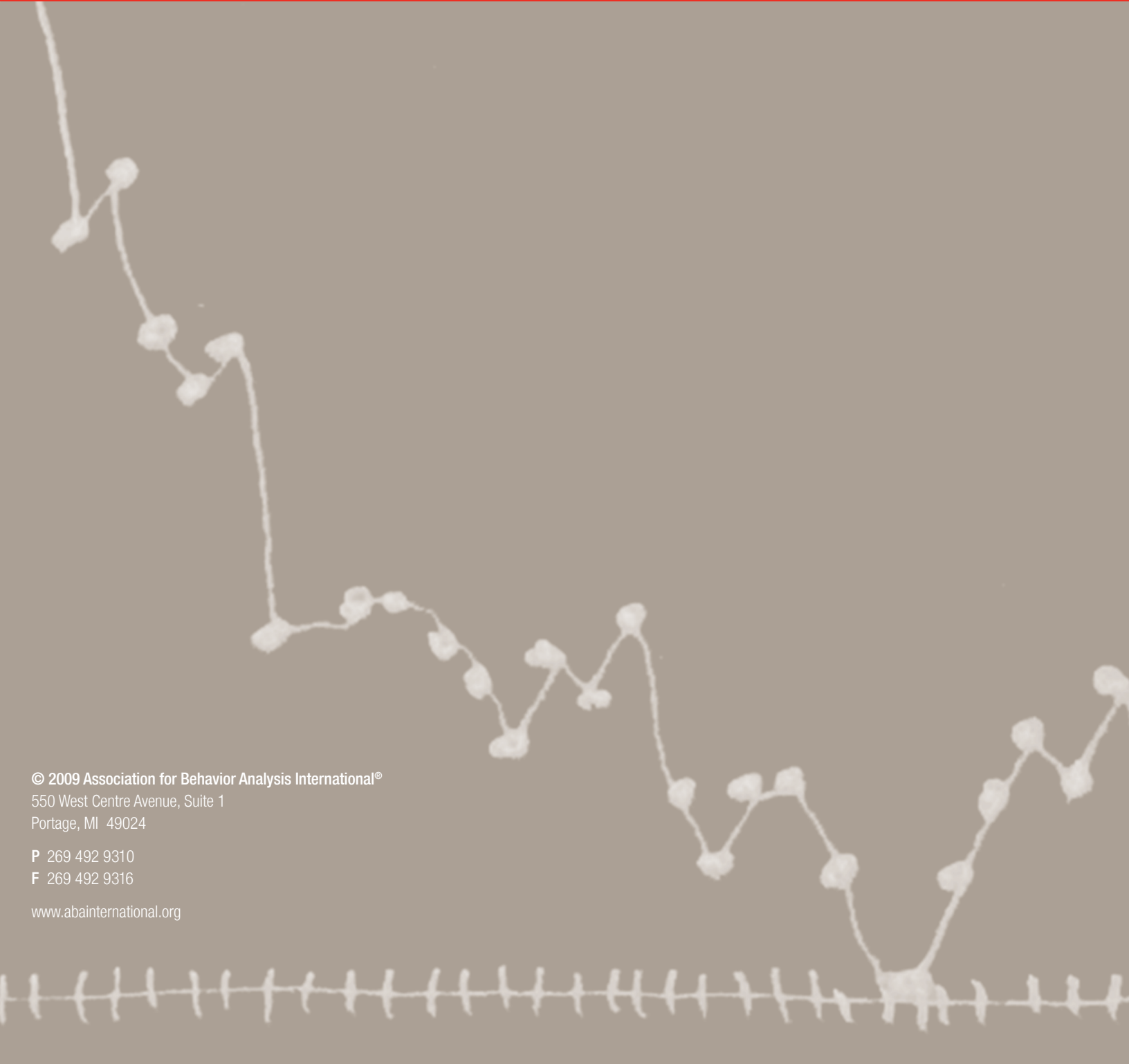
Organization Name: _____

Make checks payable to ABAI or charge your: Am Express MasterCard Visa Discover

Contact Name: _____ Contact E-mail: _____

Name on Card: _____ Card Number: _____ Security Code: _____

Expiration Date: _____ Signature: _____



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