

SIOP I-O Product & Services Guide Advertising Reservation Form

Send completed reservation form to Susan K. Rogers, CAE, at srogers@siop.org

Gain a year-long presence with the SIOP audience, attract I-O psychologists to your organization, and meet the needs of those sourcing I-O products and services by advertising in this guide.

Contact Name: _____

Job Title: _____

Organization Name: _____

Phone: _____

Email: _____

Ad Link (Limit 1 Per Ad Page): _____

- All ads are in color.
- All ads are allowed **one** web link per ad page.
- All ads are published in the guide for 12 months from the ad's start date.
- Advertisers have one opportunity during those 12 months to refresh the ad at no charge.
- The downloadable PDF guide will be posted on the SIOP website, updated as ads are purchased or updated, and actively promoted.

Please mark an X in the selection column. You may buy multiple ads in the same issue. Your selection is not guaranteed if someone bought the space prior to your submission. I would like to reserve the following ad(s):

Selection	Ad Type	# of Keywords	Size	Price
	First ad after cover (Exclusive Ad)	6 Keywords for Index	10" H x 7.5" W	\$4,500
	First ad after front index (Exclusive Ad)	5 Keywords for Index	10" H x 7.5" W	\$3,500
	Two Pages (Separate)	4 Keywords for Index	Each Page is 10" H x 7.5" W. No bleeds.	\$1,750
	Full Page	3 Keywords for Index	10" H x 7.5" W	\$875
	Half Page	2 Keyword for Index	5" H x 7.5" W	\$425

REFRESH FEE: Changes to your ad(s) after the one-time, complimentary opportunity are permitted but the advertiser will be charged a "Refresh Fee" of \$25 per ad per each change.

Please select your keywords based on the information in the third column above!

- “First ads” should select up to six keywords.
- Two-page ads should select four keywords.
- Full-page ads should select two keywords.
- Half page ads get one keyword.

Keyword List:

☐ **Our organization employs I-O Psychologists (FREE KEYWORD—Check if your organization hires I-O psychologists!)**

☐ Accountant/Accounting Firm, Audit or Tax Services

☐ Attorney or Law Firm

☐ Consultant or Consulting Firm or Coaching Firm

☐ Education or Learning or eLearning (not Higher Education)

☐ Education Management Services

☐ Enrollment Management/Student Application Support Services

☐ Executive Education Programs

☐ Executive Search Firm

☐ Financial Services

☐ Government Agency (Federal, State, Local)

☐ Higher Education (Community College, College, Online, University)

☐ Human Resource—Benefits/Compensation, Creativity/Innovation, Culture Building/Culture Mapping, Diversity/Inclusion, Employee Engagement, Job Analysis/Skills Mapping, Onboarding, Safety/ OSHA, and/or Team Building.

☐ Human Resources—Assessments, Candidate Identification/Interviewing/Selection, and Employee Feedback/360 Feedback.

☐ Information Technology & Services

☐ Insurance/Assurance or Risk Management

☐ Language Testing & Proficiency Certification

☐ Management Consultant or Consulting Firm

☐ Marketing & Communications (Branding, Media Relations, PR, Writing)

☐ Nonprofit Organization

☐ Professional Association (APA, PTCMW, SHRM, SIOP)

☐ Professional Training & Consulting

- ☐ Publishing
- ☐ Recruiting/Staffing or Outplacement Services
- ☐ Research Services
- ☐ Reward and/or Recognition Programs
- ☐ Software Publisher/Platforms
- ☐ Testing, Computer-Based Testing or Psychometric Testing
- ☐ Translation & Localization Services
- ☐ U.S. Armed Services (Army, Marines, National Guard, Navy)
- ☐ Wellness Services/Stress Management

SIOP Advertising Policy:

- The publication of any advertisement by the Society for Industrial and Organizational Psychology (SIOP) is neither an endorsement of the advertiser nor of the products or services advertised.
- SIOP is not responsible for any claims made in an advertisement.
- The publications of SIOP are published for, and on behalf of, the membership to advance the science and practice of the psychology of work. The Society reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of SIOP, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publication.
- Conditions -- printed or otherwise -- which conflict with this policy, will not be binding on the publisher.

Sign, save, and send this reservation form to Susan K. Rogers, CAE, at srogers@siop.org