

Association for Psychological Science

38,948	Total Universe in Masterfile	\$165/M
15,283	Active US Members	+\$20/M
9,356	Active Non-US Members	+\$20/M
19,778	Nonmember Professionals	\$165/M

The Association for Psychological Science is the nation's leading association dedicated solely to scientific psychology. The APS mission is to promote, protect, and advance the interests of scientifically oriented psychology in research, application, and the improvement of human welfare.

APS members include the nation's foremost psychological scientists and academics. Members cover the entire spectrum of basic and applied psychological science. Members are typically scientists and academics at a university or college, though many members are employed in industry, foundations, or government.

Scientific Psychologists conduct basic, applied, and clinical research. In studying the links between health and behavior, they address such topics as brain and behavior, child development, cognition, stress and heart disease, aging, mental illness, and substance abuse, to name just a few.

Address Type: 55% Business 41% Home

Source: 100% Direct Mail Generated

Demographic Information:

- Male 41%
- Female 46%

If this list interests you, we also manage:

Human Factors & Ergonomics Society
National Board for Certified Counselors
NAADAC—The Association for Addiction Professionals



Selections Available:

By Member Type	+\$20/M
Field of Specialty	\$20/M
State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C

Address Format:

By Email	\$80 Flat
NCOA, if requested	\$45 Flat
Pressure-Sensitive Labels	\$35/M

File Update:	Quarterly
Last Update:	7/10

TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hrs turnaround time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First-time customers must prepay
- For rush orders less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date.

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of his list within 90 days of invoice date for the mailer to qualify for this refund.



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ASSOCIATION FOR PSYCHOLOGICAL SCIENCE (Continued)

SPECIALIZED SELECTIONS FROM THE APS MASTERFILE

Raw counts are for US names; call for counts on non-US names

<u>Field of Specialty</u>	<u>Counts:</u>
Biological/Physiological	2,137
Clinical	7,571
Cognitive	3,802
Developmental.....	2,982
Educational	1,419
Experimental.....	2,279
General	4,664
Industrial/Organizational.....	2,257
Personality/Social	4,936
Quantitative.....	486

<u>Member Category</u>	<u>Counts:</u>
First Year PHD.....	942
Life-Time Member	44
Member.....	15,283
Retired.....	1,402
Graduate Student Affiliate	9,091
Post Doc.....	745
Undergraduate Student Affiliate.....	4,588