

Association for Psychological Science

44,922	Total Universe in Masterfile	\$165/M
17,284	Active US Members	+\$20/M
4,284	Active Non-US Members	+\$20/M
19,453	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 45% Home

Source: 100% Direct Mail Generated

Demographic Information:

- Male 41%
- Female 46%

If this list interests you, we also manage:

American Counseling Association
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:

Pressure-Sensitive Labels	\$35/M
By E-mail with NCOA	\$75

File Update:	Quarterly
Last Update:	12/09

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.



1.800.899.4420 ext 390
Fax 703.549.0697
Attn: [Santo Scrimenti](mailto:SScrimenti@MGILists.com)
email: SScrimenti@MGILists.com
www.MGILists.com

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	2,000
Clinical	7,016
Cognitive	3,590
Developmental.....	2,798
Educational	1,342
Experimental.....	2,193
General	4,314
Industrial/Organizational.....	2,164
Personality/Social	4,635
Quantitative.....	467

<u>Member Category</u>	<u>Counts:</u>
First Year PHD.....	824
Life-Time Member	43
Member.....	14,992
Retired.....	1,376
Spouse	131
Graduate Student Affiliate	8,353
Post Doc.....	647
Undergraduate Student Affiliate.....	3,788