



Psychological Society of Ireland Advertising Policy

At the Psychological Society of Ireland (PSI), we value the opportunity to provide our members with information that is relevant and supportive of their professional career. With this in mind, we accept advertising in our Society magazine, *The Irish Psychologist* (IP), and on the PSI website. This policy has been established in order to govern advertisements placed with the PSI, including the Society's acceptance of advertisements and how advertisements are displayed. On occasion, advertisements included in the IP magazine and/or on the PSI website may be promoted via the Society e-zine and/or on the social media platforms utilised by the PSI.

The publications (including the magazine and website) of the PSI are published for, and on behalf of, the membership to advance psychology as a science, as a profession, and as a means of promoting human welfare. The Society reserves the right to, unilaterally, **reject**, **omit** or **cancel** advertising which is deemed not to be in the best interest of the PSI, 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 publications. Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher.

Elaboration of the above general policy is contained in the following specific statements about the kind and content of advertisements that are not acceptable for publication in PSI publications (including the magazine and website).

The statements are intended to establish guidelines for PSI personnel responsible for administering the policy and for advertisers in submitting advertisements for publication in the IP and web posting.

1. The PSI has sole discretion to determine the types of advertising that will be accepted for inclusion in our publications and website. The PSI does not review or endorse any products or services that are advertised under its banner. In no event, will the PSI's acceptance of any advertisement be considered an endorsement of the product or service advertised or for the company that that produces, distributes or promotes such product or service.

2. Advertisements must conform to [The Advertising Standards Authority for Ireland](#) and must accurately reflect the product and or service being advertised.
3. The PSI will not accept advertising that, in PSI's opinion, is not factually accurate. In addition, advertising must not contain false or misleading claims or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of gender, sexual orientation, disability, religion, race, ethnicity, age, national origin, party politics, social standing or class.
4. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble editorial matter.
5. All claims made in an advertisement must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
6. The Irish Psychologist accepts advertisements relating to job vacancies and advertisements for training/academic courses. However, if you wish to advertise on the Psychological Society of Ireland's (PSI) website, please be advised that we only accept advertisements relating to job vacancies and do **not** accept advertisements for training/academic courses.
7. Advertisements for job vacancies should adhere to the [Equality Acts 1998 and 2004](#) and to [The Commission for Public Service Appointments Codes of Practice](#). Advertisements should also be in the spirit of the PSI's stated position on the Recruitment of Psychologists.

Psychological Society of Ireland Recruitment Policy

The Psychological Society of Ireland (PSI), the learned Society and professional body for psychology in Ireland, advocates the provision of comprehensive psychological services as an integral part of services to people in health, social and educational settings. As such, the Society has endorsed guidelines on the recruitment of psychologists. These guidelines covered by the following points:

- *No candidate should be excluded from applying solely on the basis of their named professional qualification in psychology;*
- *When considering psychologists for employment, applications should be invited on the basis of demonstrable competence, proficiency and accredited education and training.*

The PSI hopes that potential employers who wish to advertise in the IP or on the PSI website will respect the Society's guidelines on recruitment and not invite applications from Professional Psychologists solely on the basis of a named designation, e.g., Counselling,

Clinical, Educational, Health Psychologist, etc., as this may have the unfortunate effect of limiting the range of specialist psychologists who may choose to apply, or may inadvertently exclude psychologists other than the named designation who have a raft of relevant skills and extensive experience suitable to the position.

To avoid this unsatisfactory situation the Society respectfully suggests that potential employers word their recruitment advertisements accordingly:

- Analyse the skills, experience and competencies required for the advertised role;
- Advertise the position under the generalist title of 'Psychologist', open to applicants with an accredited postgraduate psychology qualification who also possess the required competencies, experience and skills.

Disclaimer

This site may contain third party advertisements and links to third party sites. The Psychological Society of Ireland does not make any representation as to the accuracy or suitability of any of the information contained in those advertisements or sites and does not accept any responsibility or liability for the conduct or content of those advertisements and sites and the offerings made by the third parties.

The Irish Psychologist Advertising Rates

Advertisements are printed upright on A4 size pages. Please note that the magazine has default borders for each type of advert and hence we would be grateful if you supply your advert without a border.

Once the order form has been received, we will send an invoice for payment and your ad will appear in the next issue of the IP. For IP publication dates and deadlines please contact admin@psychologicalsociety.ie.

Size and cost details are below:

<u>Full page:</u>	(190mm width x 252mm height)	€1,155
<u>Half page:</u>	Single column (half page vertical) 90mm width x 252mm height; or Double column (half page horizontal) 190 mm width x 123mm height	€680
<u>Quarter page:</u>	(90mm width x 123mm height)	€340
<u>Eight Page</u>	(90mm width x 61.5mm height)	€170

Website Advertising Rates

€60 per week payable in advance.

Once this form has been received, an invoice will be generated and payment for the advertisement **must** be received before the advertisement start date. Payment can either be via credit card by emailing admin@psychologicalsociety.ie or by bank transfer and sending a screen shot of the completed transaction.