



PSYCHIATRIC NEWS

Newspaper of the American Psychiatric Association
<http://pn.psychiatryonline.org>

Rates & Data
2010

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▶ ABOUT US

Psychiatric News (PN) delivers up-to-the-minute information vital to all psychiatric professionals. *PN* features news stories on the latest clinical and research findings, key government and legislative activities, and developments in the drug and therapy fields. Concise articles cover forensic, ethical, economic and social issues, along with full coverage of APA meetings, seminars and advocacy. *PN* is mailed periodicals class on the first and third Friday of each month. *PN* is 35% editorial and 65% advertising. All new advertisements are subject to editorial review and approval. Consult advertising policy at <http://journals.psychiatryonline.org/advertising>.

Special Issues

- APA Annual Meeting**
 CME Course Issue (1/15) Preliminary Program Issue (2/19)
 Exhibitor's Issue (4/16) Post-convention Issues (6/18 & 7/2)
Bonus Distribution
 APA Annual Meeting (5/21) Institute on Psychiatric Services (10/1)
 U.S. Psychiatric Congress (10/15)
 American Academy of Child & Adolescent Psychiatry (10/15)
 APA Election Issue (12/3)

▶ CIRCULATION

PN serves a market of psychiatrists and affiliated professionals. As of August 2009, *PN's* circulation is 31,375. Publisher's sworn statement verifies circulation.

Breakdown of Readership Classification

Psychiatrists: 31,290 Other Mental Health Professionals: 408
 For circulation by region, visit <http://journals.psychiatryonline.org/advertising>.

▶ RATES

Black and White Rates

Advertising rates are effective January 1, 2010 and subject to change upon notification by the publisher.

	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x
1	\$ 7,055	7,015	6,940	6,635	6,390	6,275	6,155	6,050	5,920	5,805	5,730	5,660	5,585	5,505
1/2 isl	4,935	4,775	4,690	4,225	4,120	3,915	3,735	3,580	3,475	3,400	3,365	3,330	3,295	3,255
1/2	3,840	3,680	3,595	3,455	3,340	3,320	3,295	3,290	3,270	3,255	2,260	2,250	2,240	2,230
1/4	1,990	1,910	1,750	1,625	1,580	1,570	1,560	1,560	1,550	1,550	1,540	1,530	1,520	1,510

Combination Rates

Display ads placed in *Psychiatric News*, *Psychiatric Services*, *American Journal of Psychiatry*, and the APPI Journals are combined to achieve an earned rate.

Insert Rates

Inserts are billed page for page at earned black and white frequency rate and billed an additional non-commissionable tip-in charge of \$1,300.

Earned Rates

Rates are based on the number of ad units placed within one calendar year. Space purchased by a parent company and subsidiaries is combined for an earned rate. Advertisers will be billed at the rate that appears on the original insertion order. Adjustments will be made at the end of the year. Any production errors must be reconciled 3 months from the date the ad ran. Credits not used within one year of issue date will expire and be forfeited. New advertisers may be required to prepay.

Cover and Preferred Position Rates

Cover 3 add 25% of earned b/w rate
 Cover 4 add 50% of earned b/w rate
 Preferred position add 15% of earned b/w rate
 The publisher may discontinue or relocate preferred positions at any time, in which case no premium will be charged. Aside from paid positions, ad placement is subject to publisher's discretion.

Color Rates

4-color \$1,950 plus earned b/w rate
 Matched color \$1,080 plus earned b/w rate
 Metallic color \$1,330 plus earned b/w rate

Agency Commission

Agencies receive a 15% commission. Color rates are commissionable. Production charges are non-commissionable. Billing the agency at the net rate is approved on condition that the advertiser accepts dual responsibility for payment if the agency does not remit within 90 days.

Non-profit Membership Organization Discount

Non-profit medical, psychiatric, or behavioral science membership organizations placing ads for meetings and symposia are eligible for a 25% discount on the black and white rate if order is placed directly with PN. Non-profit ads are non-commissionable.

► DEADLINES

Space reservations, insertion orders, and cancellations must be received in writing by the space deadline. If an ad is cancelled after the space deadline or material is received after the material deadline, the publisher may charge the advertiser for the insertion. In this case, a former ad will be repeated or substitute material requested.

Issue	Space	ROB	Insert	Issue	Space	ROB	Insert
Jan 1	12/3	12/11	12/16	Jan 15	12/16	12/29	1/4
Feb 5	1/11	1/19	1/22	Feb 19	1/25	2/2	2/5
Mar 5	2/8	2/16	2/19	Mar 19	2/22	3/2	3/5
Apr 2	3/8	3/16	3/19	Apr 16	3/22	3/30	4/2
May 7	4/12	4/20	4/23	May 21	4/23	5/3	5/6
Jun 4	5/10	5/18	5/21	Jun 18	5/21	6/1	6/4
Jul 2	6/7	6/15	6/18	Jul 16	6/18	6/29	7/2
Aug 6	7/12	7/20	7/23	Aug 20	7/26	8/3	8/6
Sep 3	8/9	8/17	8/20	Sep 17	8/20	8/31	9/3
Oct 1	9/1	9/14	9/17	Oct 15	9/20	9/28	10/1
Nov 5	10/7	10/19	10/22	Nov 19	10/25	11/1	11/4
Dec 3	11/5	11/15	11/18	Dec 17	11/18	11/30	12/3

► MATERIAL

Ad Sizes

1/4 page 4 3/4" w x 6 1/2" h (H) or 2 1/3" w x 14" h (V)
1/2 page 9 3/4" w x 6 1/2" h (H) or 4 3/4" w x 14" h (V)
1/2 page island 7 1/4" w x 10" h
1/2 page island spread 15 1/2" w x 10" h
3/4 page 9 3/4" w x 10 1/2" h (H) or 7 1/4" w x 14" h (V)
Full page 9 3/4" w x 14" h
Bleed page (full page only) 11 1/8" w x 15 1/4" h
Trim size 10 7/8" w x 15" h
Keep essential elements 1/2" from trim edges.

Print Requirements

PN is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format according to the guidelines at <http://journals.psychiatryonline.org/advertising>. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit www.swop.org for a list of certified proofs. Material will be held for one year and then destroyed. Ads submitted for the print edition will also be included in a digital archive of the issue on our website.

Design Services

We can design your ad in a PDF format for a non-commissionable production charge of \$75 for 1/4 page, \$135 for 1/2 page and \$190 for full page.

Send Material To:

Alison Jones
Advertising Production Manager
American Psychiatric Publishing, Inc.
1000 Wilson Boulevard, Suite 1825, Arlington, Virginia 22209
703.907.8542; adprod@psych.org

► INSERTS

Approval

Inserts must be approved prior to printing. Contact: Laura Abedi, Associate Director, Publishing Services
American Psychiatric Publishing, Inc.
1000 Wilson Boulevard, Suite 1825, Arlington, Virginia 22209
703.907.8541; labedi@psych.org

Insert Sizes: Saddle Stitch Bound

A-size 8 3/8" w x 11 1/8" h
Full page . . 11" w x 15 1/4" h; allow 1/8" for head, foot and side trim.
Trim size 10 7/8" w x 15" h
Keep essential copy elements 1/2" from trim edges.
For all other inserts, contact Laura Abedi at 703.907.8541.

Acceptable Stock Weight

2 page insert: 50-80 lb. book
4 pages or more: 50-70 lb. book

Quantity 35,000

Shipping Instructions

Each pallet or carton must be clearly labeled with publication name, insert name, issue date, insert quantity, total number of pallets (e.g. 1 of 2, 2 of 2, etc.) and account manager's name. A packing slip must accompany each shipment and a sample insert affixed to pallet sides. Prior to shipping inserts, notify Advertising Production Manager at 703.907.8542 of quantity shipped, shipping vendor and arrival date.

Ship Inserts To:

Psychiatric News
RR Donnelley Warehouse
4099th Road, Rt. 251
Mendota, IL 61342
Attn: Burl Cole, Account Manager

► ONLINE ADVERTISING

psychiatryonline.org is psychiatry's premier online source for peer-reviewed journal articles from the *American Journal of Psychiatry*, *Psychiatric Services*, *Academic Psychiatry*, the *Journal of Neuropsychiatry and Clinical Neurosciences* and *Psychosomatic*, plus articles from *Psychiatric News*. Target psychiatrists, residents and other physicians and mental health professionals with over 1.5 million page views per month. For more information, contact Brian Skepton at (703) 907-7332 or bskepton@psych.org.

► PUBLISHER

American Psychiatric Publishing, Inc.
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Arlington, Virginia 22209

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Chief Executive Officer: APPI, Ron McMillen
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Associate Director, Publishing Services: Laura Abedi

