



## PSYCHIATRIC SERVICES

A Journal of the American Psychiatric Association  
<http://ps.psychiatryonline.org>

Rates & Data  
**2010**

### Advertising Sales

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**E:** vtorres@pminy.com

### Non-pharmaceutical Products and Services and Online Advertising

Advertising Sales and Marketing Manager  
 Brian Skepton  
**P:** 709.907.7332 **F:** 703.907.1093  
**E:** bskepton@psych.org

### Contracts and Insertion orders

Advertising Information Specialist  
 Oxana Myachina  
**P:** 703.907.8553 **F:** 703.907.1093  
**E:** ads@psych.org

### Advertising Production

Advertising Production Manager  
 Alison Jones  
**P:** 703.907.8542 **F:** 703.907.1093  
**E:** adprod@psych.org

## ▶ ABOUT US

*Psychiatric Services (PS)*, reaching every member of the psychiatric team, publishes peer-reviewed articles that focus on improving services and programs in organized settings. It includes research reports, reviews, and commentaries by leading researchers on critical issues in the care of people with severe and persistent mental illness. Topics include medication treatment and adherence, evidence-based practices and diversion from the criminal justice system. *PS* is mailed in plastic wrap via periodicals class on the first of the month. *PS* is 88% editorial and 12% advertising. All new advertisements are subject to editorial review and approval. Consult advertising policy at <http://journals.psychiatryonline.org/advertising>.

### Special Issues

- Institute on Psychiatric Services Preliminary Program (June)
- Bonus Distribution
  - APA Annual Meeting (May)
  - Institute on Psychiatric Services (October)
  - U.S. Psychiatric Congress (October)
  - American Academy of Child & Adolescent Psychiatry (October)
- Annual Index (December)

## ▶ CIRCULATION

*PS* reaches psychiatrists, residents, administrative medical and nursing staff and other mental health professionals who work in community mental health centers, rehabilitation programs, state, veterans and private hospitals, correctional facilities and other agencies. Circulation is 8,000.

## ▶ 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	\$ 2,100	2,075	2,040	2,000	1,960	1,920	1,885	1,810	1,750	1,700	1,680	1,660	1,640	1,620
1/2	1,250	1,210	1,180	1,150	1,125	1,105	1,090	1,075	1,060	1,045	1,045	1,045	1,045	1,045
1/3	925	885	855	825	805	795	785	775	765	755	755	755	755	755
1/4	675	635	605	595	585	575	565	555	545	535	535	535	535	535

### Combination Rates

Display ads placed in *Psychiatric Services*, *American Journal of Psychiatry*, *Psychiatric News* 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.

### 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 2 . . . . . add 25% of earned b/w rate  
 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 . . . . . \$1,460 plus earned b/w rate  
 Matched color . . . . . \$795 plus earned b/w rate

Metallic color .....\$1,080 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 PS. 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	Mat'l	Insert	Issue	Space	Mat'l	Insert
Jan	12/4	12/8	12/10	Jul	6/3	6/7	6/9
Feb	1/6	1/8	1/12	Aug	6/30	7/7	7/9
Mar	2/3	2/5	2/9	Sep	8/5	8/9	8/11
Apr	3/4	3/8	3/10	Oct	9/1	9/7	9/9
May	4/5	4/7	4/9	Nov	10/4	10/6	10/8
Jun	5/6	5/10	5/12	Dec	11/1	11/3	11/5

**▶ MATERIAL**

**Ad Sizes**

1/4 page .....3 3/8" w x 4 7/8" h  
1/3 page .....4 1/2" w x 4 7/8" h (H); 2 1/4" w x 10" h (V)  
1/2 page .....7" w x 4 7/8" h (H); 3 3/8" w x 10" h (V)  
2/3 page .....4 1/2" w x 10" h  
Full page .....7" w x 10" h  
Bleed page .....8 3/8" w x 11 1/8" h  
Bleed page spread .....16 1/2" w x 11 1/8" h  
Trim size .....8 1/8" w x 10 7/8" h  
Keep essential elements 1/2" from trim edges.

**Print Requirements**

PS is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format according to the guidelines available at <http://journals.psychiatryonline.org/advertising>. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit [www.swop.org](http://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.

**Send Material To:**

Alison Jones  
Advertising Production Manager  
American Psychiatric Publishing, Inc.  
1000 Wilson Boulevard, Suite 1825  
Arlington, Virginia 22209  
730.907.8542; 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: Perfect Bound**

2-page inserts .....8 3/8" w x 11 1/8" h  
4-page inserts .....folded to 8 3/8" w x 11 1/8" h

Allow 1/8" for head, foot, side and gutter trim.  
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

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

**▶ ONLINE ADVERTISING**

[psychiatryonline.org](http://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 *Psychosomatics*, 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.  
1000 Wilson Boulevard, Suite 1825  
Arlington, Virginia 22209

Editor: Howard H. Goldman, M.D., Ph.D.  
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Chief Executive Officer: APPI, Ron McMillen  
Director, Publishing Services: Nancy Frey  
Associate Director, Publishing Services: Laura Abedi

