



THE AMERICAN JOURNAL OF PSYCHIATRY

Official Journal of the American Psychiatric Association

<http://ajp.psychiatryonline.org>

Rates & Data

2012

Advertising Sales Office

Pharmaceutical Media Inc., 30 East 33rd Street, New York, NY 10016

P: 212.685.5010 **F:** 212.685.6125

Pharmaceutical and Online Products and Services

Kathleen Harrison

P: 212.904.0372 **E:** kharrison@pmi.com

Valentin Torres

P: 212.904.0375 **E:** vtorres@pmi.com

Insertion Orders and Materials

Susan Tagliaferro

P: 212.904.0378 **E:** stagliaferro@pmi.com

Nonpharmaceutical Products and Services

Eamon Wood

P: 212.904.0363 **E:** ewood@pmi.com

Insertion Orders and Materials

Julie Jimenez

P: 212.904.0360 **E:** jjimenez@pmi.com

▶ ABOUT US

The American Journal of Psychiatry (AJP) is the most widely read psychiatric journal in the world, providing psychiatrists with indispensable peer-reviewed and primary resource articles. AJP publishes research findings and treatment innovations in clinical and biological psychiatry, covering critical forensic, ethical, economic and social issues as well as reports on APA's official actions. AJP is mailed via periodicals class on the first of the month. AJP is 79% editorial and 21% advertising. All new advertisements are subject to editorial review and approval. APP is not responsible for minor periodical manufacturing imperfections that do not distort the integrity of the advertising message. Consult advertising policy at www.appi.org/Journals/Pages/AdvertisingInfo.aspx.

Special Issues

Bonus Distribution

- APA Annual Meeting, Philadelphia, PA (May)
- Institute on Psychiatric Services, New York, NY (October)
- American Academy of Child & Adolescent Psychiatry, San Francisco, CA (October)
- U.S. Psychiatric Congress, San Diego, CA (November)

Index Issue (December)

▶ CIRCULATION

AJP serves a market of psychiatrists and affiliated professionals. As of October 2011, AJP's circulation is 31,104. Publisher's sworn statement verifies circulation.

Breakdown of Readership Classification

Psychiatrists: 28,406; Other Mental Health Professionals: 471
Libraries: 2,227

▶ RATES

Black and White Rates

Advertising rates are effective January 1, 2012 and subject to change upon notification by the publisher.

	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x
1	\$ 4,870	4,840	4,775	4,735	4,715	4,665	4,590	4,480	4,365	4,245	4,180	4,110	4,050	3,985
1/2	3,570	3,475	3,375	3,340	3,140	3,130	3,120	3,110	3,100	3,090	2,965	2,935	2,905	2,865
1/4	1,885	1,815	1,650	1,545	1,525	1,515	1,505	1,495	1,485	1,475	1,425	1,410	1,400	1,390

Combination Rates

Display ads in American Journal of Psychiatry, Psychiatric Services, Psychiatric News, and the APA specialty 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.

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

Color Rates

4-color \$1,945 plus earned b/w rate
Matched color \$1,060 plus earned b/w rate
Metallic color \$1,310 plus earned b/w rate

Agency Commission

Agencies receive a 15% commission. 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.

Nonprofit 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. Nonprofit 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	12/1	12/6	12/12	Jul	6/1	6/6	6/11
Feb	1/2	1/6	1/11	Aug	7/2	7/6	7/11
Mar	2/1	2/6	2/10	Sep	8/1	8/6	8/10
Apr	3/1	3/6	3/12	Oct	9/3	9/6	9/11
May	4/2	4/6	4/11	Nov	10/1	10/5	10/11
Jun	5/1	5/4	5/11	Dec	11/1	11/6	11/9

► MATERIAL

Ad Sizes

1/4 page	3	3/8" w x 4	7/8" h
1/2 page horizontal	7" w x 4	7/8" h	
1/2 page vertical	3	3/8" 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

AJP is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF/X-1a format. 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.

Design Services

We can design your ad in a PDF format for a noncommissionable production charge of \$50 for 1/4 page, \$100 for 1/2 page, and \$150 for full page. For more information, contact jjimenez@pminy.com.

► INSERTS

Approval

Inserts must be approved prior to printing. Contact:

Laura Abedi,
Associate Director, Publishing Services
American Psychiatric Association
1000 Wilson Boulevard, Suite 1825
Arlington, VA 22209
703.907.8541; labeledi@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
Trim size	8	1/8" w x 10	7/8" 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 Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com.

Acceptable Stock Weight

2 page insert: 70-100 lb. book

4 pages or more: 70-100 lb. book

Quantity 34,000

Insert Shipping Requirements

Each shipment must include a packing slip which indicates journal title, insert advertiser name and headline, date of issue, quantity inserts supplied per issue, and number of pallets included in shipment

Each pallet or carton for boxed inserts, must be marked with the following information: journal title, date of issue, quantity per issue, and insert advertiser name and headline.

All inserts must face the same way and have the same side up or separated into large quantities that are oriented the same way and separated by cardboard. Inserts wrapped or tied into bundles will not be accepted. Insert must jog evenly. Wrinkled or torn inserts will be discarded as they will not feed properly in the binding machine. Inserts that stick together and require manual separation in order to bind will be charged a penalty. Inserts for more than one issue may not be packed in same carton. When inserts for multiple issues are stacked on one pallet, the issue to be used first must be on top of the pallet. Inserts which are not prepared for shipping according to the specifications above are subject to a receiving charge of \$50/hour.

Ship Inserts To:

American Journal of Psychiatry
Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755
Attn: Lisa Davis

► ONLINE ADVERTISING

Digital advertising is available on PsychiatryOnline.org and *AJP-in-Advance* and *AJP* Table of Contents e-mail alerts. For more information, please see the Online Advertising rate card or contact Valentin Torres at 212.904.0375 or vtorres@pminy.com.

► PUBLISHER



American Psychiatric Publishing
A Division of American Psychiatric Association
1000 Wilson Boulevard, Suite 1825
Arlington, VA 22209

Editor-in-Chief: Robert Freedman, M.D.

Executive Editor: Michael Roy

Publisher, APP: Rebecca Rinehart

Director of Production Services: Andrew Wilson