



## ACADEMIC PSYCHIATRY

The Journal of the American Association of Directors of Psychiatric Residency Training, the Association for Academic Psychiatry, the Association of Directors of Medical Student Education in Psychiatry, and the American Association of Chairs of Departments of Psychiatry  
<http://ap.psychiatryonline.org>

Rates & Data  
**2012**

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## ▶ ABOUT US

*Academic Psychiatry (AP)* is the only journal in the world dedicated exclusively to psychiatric education. Articles address educational efforts as well as issues relevant to the academic missions of departments of psychiatry. The journal provides a forum for work that furthers knowledge in psychiatric education and stimulates improvements in academic psychiatry. *AP* is issued every other month beginning in January. It is mailed periodicals class. 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](http://www.appi.org/Journals/Pages/AdvertisingInfo.aspx)

### Bonus Distribution Issues

- AADPRT Annual Meeting (March-April)
- APA Annual Meeting (May-June)
- AAP Annual Meeting (September-October)
- Institute on Psychiatric Services (September-October)
- U.S. Psychiatric Congress (September-October)

## ▶ CIRCULATION

*AP* serves a market of psychiatrists and affiliated professionals. As of October 2011, *AP*'s verified circulation is 808.

## ▶ 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
1	\$920	885	855	830	775	720	680	660	640	620
1/2	645	580	525	515	495	475	455	435	410	400
1/4	555	490	435	400	380	370	350	330	330	330

### Combination Rates

Display advertisements placed in *FOCUS*, *Journal of Neuropsychiatry and Clinical Neurosciences*, *Academic Psychiatry*, *American Journal of Psychiatry*, *Psychiatric Services*, and *Psychiatric News* 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 . . . . . \$1,235 plus earned b/w rate
- Matched color . . . . . \$675 plus earned b/w rate
- Metallic color . . . . . \$795 plus earned b/w rate

### Agency Commission

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

## ► 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.

	<b>Space</b>	<b>Material</b>	<b>Inserts</b>
January-February	12/1	12/6	12/9
March-April	2/1	2/6	2/10
May-June	4/1	4/6	4/11
July-August	6/1	6/7	6/12
September-October	8/1	8/7	8/10
November-December	10/1	10/5	10/11

## ► MATERIALS

### Ad Sizes

Full page . . . . . 7" w x 10" h  
1/2 page vertical . . . . . 3 3/8" w x 10" h  
1/2 page horizontal . . . . . 7" w x 4 7/8" h  
1/4 page . . . . . 3 3/8" w x 4 7/8" h  
Trim size . . . . . 8 1/8" w x 10 7/8" h  
Bleed page . . . . . 8 3/8" w x 11 3/16" h  
Keep essential elements 1/2" from bleed edges.

### Print Requirements

AP 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](http://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](mailto: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](mailto:labeledi@psych.org)

### Insert Sizes: Perfect Bound

2-page inserts . . . . . 8 3/8" w x 11 3/16" h  
4-page inserts . . . . . folded to 8 3/8" w x 11 3/16" h  
Trim size . . . . . 8 1/8" w x 10 7/8" h

Allow 3/16" for head and foot; 1/8" for 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](mailto:stagliaferro@pminy.com).

### Acceptable Stock Weight

2 page insert: 70-100 lb. book  
4 pages or more: 70-100 lb. book

### Quantity

1,000

### 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:

*Academic Psychiatry*  
Dartmouth Printing Company  
69 Lyme Road  
Hanover, NH 03755  
Attn: Lisa Davis

## ► ONLINE ADVERTISING

Digital advertising is available on [PsychiatryOnline.org](http://PsychiatryOnline.org) and AP 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](mailto:vtorres@pminy.com).

## ► PUBLISHER



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