

APA has the recruitment solutions to help you in your *search* for that quality candidate.





Psychiatrists and recruiters alike pick Psychiatric News, the newspaper of the American Psychiatric Association, as their first choice for employment advertising results. Psychiatric News classified print ads have helped fill tens of thousands of psychiatric positions for the past 36 years. Online classifieds at pn.psychiatryonline.org have only strengthened our lead in the recruitment advertising field.

With Psychiatric News, your classified ad is posted online at pn.psychiatryonline.org FREE on the print publication date, reaching prospective candidates even sooner! No other psychiatric newspaper gives your message the permanence of print, plus the versatility of the web, all for one price.

Only Psychiatric News publishes two monthly issues, providing twice the opportunity to reach the right candidate each month. Plus our 2 week classified deadline ensures that your ad is as current as possible.

Our circulation of 40,000+ rely on Psychiatric News to deliver the latest clinical and research news coverage twice each month.

Psychiatric News Classified Rates

All rates are non-commissionable to agencies.

- 1x \$26 per line (approximately 40 characters)
- 3x \$24 per line for 3 consecutive insertions
- 6x \$23 per line for 6 consecutive insertions

- * Ads must be a minimum of 6 lines long
- * To receive a frequency discount (3x, 6x), multiple insertions must be specified at the time the order is placed. Classified ad quotes are based on the cost to run one ad per issue.

Enhancements:

- \$275 per issue for a 4C logo; \$195 for B/W logo;
- \$50 for a direct link to your company web page.
- \$100 for the premium First Ad position in your state or category



For over 50 years, Psychiatric Services classified advertising has assisted recruiters in filling open psychiatrist and resident positions in community mental health centers; rehabilitation programs; state, veteran and private hospitals; correctional facilities and related agencies.

Target Psychiatric Services' niche audience of psychiatrists and residents with a print classified ad and receive a FREE online posting at ps.psychiatryonline.org. All Psychiatric Services classified print ads are posted on the first day and remain online for the entire month of publication.

Benefit from Psychiatric Services' extended reach—35% of subscribers pass along Psychiatric Services to psychiatrists and mental health professionals. With 2011 classified rates ranging from \$8.50 to \$10.50 per line, Psychiatric Services continues to be one of the best psychiatric recruitment buys around.

Psychiatric Services Classified Rates

All rates are non-commissionable to agencies.

- 1x \$10.50 per line (approx.38 characters)
- 3x \$9.50 per line for 3 consecutive insertions
- 6x \$9.00 per line for 6 consecutive insertions
- 12x \$8.50 per line for 12 consecutive insertions

- * Ads must be a minimum of 12 lines long
- * To receive a frequency discount (3x, 6x, 12x), multiple insertions must be specified at the time the order is placed. Psychiatric Services is published once a month. Classified ad quotes are based on the cost to run one ad per issue.

Enhancements:

- * \$125 per issue for a 4C logo;
- * \$75 for B/W logo;
- * \$50 for a direct link to your company web page.
- * \$100 for the premium First Ad position in your state or category

APA's online job posting and resume database connects employers to a highly targeted audience of serious job seekers—saving each valuable recruitment time. Our newly redesigned web portal offers enhanced features and improved navigation. Post career opportunities online, receive candidate responses, and access APA's exten-



sive resume database of psychiatrists 24/7. E-mail alerts notify candidates when new jobs are posted. Our online tracking feature shows how many people have viewed and responded to your job listing.

Schedule interviews with candidates before 2012 Annual Meeting in Philadelphia, May 5-9, 2012 and the 64th Institute of Psychiatric Services in New York, NY, 4-7, 2012 using the Job Bank's Event Connection Tool; psych.org/jobbank.

APA Job Bank Rates

APA Online Job bank postings are sold by the job in 30 day increments. For example, advertising one job for 60 days equals 2 postings; likewise advertising 2 jobs for 30 days each also equals 2 postings. Frequency discounts also apply.

Our Bundled Rate discount* is a great way to save when purchasing the APA Job Bank and a classified print ad in Psychiatric News and/or Psychiatric Services. By combining the strength of print with the immediacy of online advertising, you save 10% off each purchase.

Job Bank Only		*Bundled Rate Discount	
1	\$395.00	1	\$355.00
2	\$375.25	2	\$337.25
3-4	\$347.60	3-5	\$312.40
5	\$319.95	6-11	\$287.55
6	\$319.95	12	\$255.60

*Earn Bundled discount only when ordering a Job Bank posting AND classified print ad in Psychiatric News and/or Psychiatric Services.

- Classified frequency discounts:** 3+ consecutive insertions receive additional discounts
- Free online advertising:** All classifieds are displayed online on the date of print publication at each corresponding publication's website
- APA Job Bank frequency discount:** Run your ad for more than 30 days, and receive frequency discounts
- Bundled Rate discount:** Run your ad in both the APA Job Bank and a print publication, receive 10% off both purchases!

Classified Advertising Policy

Advertisements will be typeset as submitted. Lines of space separating headlines and paragraphs are counted as chargeable lines. All ad copy, changes and cancellations must be received in writing by the deadline. Psychiatric News and Psychiatric Services are not liable for the failure, for any reason, to publish an ad. All advertisers must employ without regard to race, sex, age, nationality, or religion in accordance with the law. APA policy also prohibits discrimination based on sexual orientation or country of origin.

This Spring, we are enhancing our Job Bank features to improve your recruitment effort. Check out the new improvements in April 2012!

To Place Your Ad contact:

Lindsey Fox

Lindsey Fox
Advertising Sales Specialist
 Phone: 703.907.7331; Fax: 703.907.1093
 E-mail: Lfox@psych.org
 American Psychiatric Publishing, Inc.
 1000 Wilson Boulevard, Suite 1825
 Arlington, VA 22209

When submitting your ad, please include your billing contact name, address and phone number. We accept prepayment on all major credit cards.



Get socially connected with the APA Job Bank!

2012 Issue and Deadline Information

Place your ad in an upcoming issue of **Psychiatric News** and/or **Psychiatric Services**!

For posting on www.psych.org/jobbank within 24 hours, please email Lfox@psych.org and reference the **APA Job Bank**.

When trying to find that perfect candidate for your job opportunity, our recruitment products are the most up-to-date, have a wide circulation of quality members and subscribers, and offer proactive tools to seek candidates while waiting for response from your advertisement.

ISSUE

PSYCHIATRIC NEWS DEADLINE

PSYCHIATRIC SERVICES DEADLINE

January 6/Jan. 2012	December 22	December 13
January 20	January 6	
February 3/Feb. 2012	January 20	January 13
February 17	February 3	
March 2/Mar. 2012	February 17	February 10
March 16	March 2	
April 6/Apr. 2012	March 23	March 9
April 20	April 6	
May 4/May 2012	April 20	April 11
May 18	May 4	
June 1/June 2012	May 18	May 10
June 15	June 1	
July 6/July 2012	June 22	June 11
July 20	July 6	
August 3/Aug. 2012	July 20	July 11
August 17	August 3	
September 7/Sept.2012	August 24	August 10
September 21	September 7	
October 5/Oct. 2012	September 21	September 10
October 19	October 5	
November 2/Nov. 2012	October 19	October 11
November 16	November 2	
December 7/Dec. 2012	November 23	November 12
December 21	December 7	

Display Advertising Information:

To place your display ad in **Psychiatric News**, **Psychiatric Services** or the **American Journal of Psychiatry**, contact:

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