



FOCUS

The Journal of Lifelong Learning in Psychiatry
<http://focus.psychiatryonline.org>

Advertising Sales Office

Pharmaceutical Media Inc., 30 East 33rd Street, New York, NY 10016
P: 212.685.5010 **F:** 212.685.6125

Nonpharmaceutical Products and Services

Eamon Wood
P: 212.904.0363 **E:** ewood@pminy.com

Insertion Orders and Materials

Julie Jimenez
P: 212.904.0360 **E:** jjimenez@pminy.com

Rates & Data
2012



▶ ABOUT US

FOCUS is the American Psychiatric Association's journal for maintenance of certification requirements of the ABPN, self-assessment, performance in practice, and lifelong learning. In one package FOCUS provides a comprehensive review of current clinical practice based on the content outlined by the ABPN recertification exam. Each issue offers: Clinical Reviews, Patient Management Exercise, Seminal Articles, and a CME quiz with 20 hours of CME per year for the journal and 20 additional hours can be earned through completion of the Self-Assessment Exam. All current and back issues are available online. Subscribers can earn CME credits by taking the exams from the current issue, or even the nonexpired exams from any past issue that was published during their subscription period.

The American Board of Psychiatry and Neurology has reviewed FOCUS: The Journal of Lifelong Learning in Psychiatry and the FOCUS Self-Assessment Examination and has approved this program as part of a comprehensive lifelong learning and self-assessment program, which is mandated by the ABMS as a necessary component of maintenance of certification.

The FOCUS Self-Assessment Program is also accredited for up to 20 hours of continuing professional development per year under Section 3 of the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada. The American Psychiatric Association (APA) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American Psychiatric Association designates this educational activity for a maximum of 40 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

FOCUS is issued quarterly 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.

FOCUS only accepts non-pharmaceutical advertising for recruitment, books, meetings and conferences.

▶ CIRCULATION

FOCUS serves a market of psychiatrists and affiliated professionals. As of July 2011, FOCUS' verified circulation is 2,035.

▶ 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	\$ 1,015	955	890	835	755	735	715	695	675	655
1/2	735	680	615	555	515	490	465	445	425	410
1/4	620	555	495	435	405	385	370	355	340	340

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. FOCUS only accepts non-pharmaceutical advertising for recruitment, books, meetings and conferences.

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.

	Space	ROB	Inserts
Winter	12/1	12/6	12/9
Spring	3/1	3/7	3/12
Summer	6/1	6/7	6/12
Fall	9/3	9/7	9/11

► 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

FOCUS 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

► PUBLISHER



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

Editors: Deborah J. Hales, M.D.

Mark Hyman Rapaport, M.D.

Editorial Director: Michael Roy

Publisher, APPI: Rebecca Rinehart

Director of Production Services: Andrew Wilson