



THE JOURNAL OF NEUROPSYCHIATRY AND CLINICAL NEUROSCIENCES

Official Journal of the American Neuropsychiatric Association
<http://neuro.psychiatryonline.org>

Rates & Data
2012

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Insertion Orders and Materials

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▶ ABOUT US

The *Journal of Neuropsychiatry and Clinical Neurosciences (JNCN)* presents original research and clinical reports related to the assessment and treatment of neuropsychiatric disorders, as well as the basic neurosciences underlying psychiatric and neuropsychiatric disorders. *JNCN* is issued quarterly beginning in January with the Winter issue. 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.

Bonus Distribution Issues

- ANPA Annual Meeting (Winter)
- APA Annual Meeting (Spring)
- Institute on Psychiatric Services (Summer)
- U.S. Psychiatric Congress (Summer)

▶ CIRCULATION

JNCN serves a market of psychiatrists and affiliated professionals. As of July 2011, *JNCN's* verified circulation is 720.

▶ 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	\$955	920	855	805	775	720	695	670	650	630
1/2	705	680	610	555	535	505	475	445	435	420
1/4	580	555	490	445	415	380	360	340	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.

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.

	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

JNCN 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 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.

Acceptable Stock Weight

2 page insert: 70-100 lb. book

4 pages or more: 70-100 lb. book

Quantity

900

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:

Journal of Neuropsychiatry and the Clinical Neurosciences

Dartmouth Printing Company

69 Lyme Road

Hanover, NH 03755

Attn: Lisa Davis

► ONLINE ADVERTISING

Digital advertising is available on PsychiatryOnline.org and JNCN 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



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A Division of American Psychiatric Association

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