



## PSYCHIATRYONLINE.ORG

Psychiatry's premier online journal collection

### Advertising Sales Office

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

**P:** 212.685.5010 **F:** 212.685.6125

### Pharmaceutical Products and Services

Kathleen Harrison

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

Valentin Torres

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

### Nonpharmaceutical Products and Services

Eamon Wood

**P:** 212.904.0363 **M:** 707.670.3559 **E:** ewood@pminy.com

Rates & Data

# 2012

### Insertion Orders and Materials

Samir Delgado

**P:** 212.904.0369 **E:** sdelgado@pminy.com

Michelle Soufleris

**P:** 212.904.0366 **E:** msoufleris@pminy.com

## ▶ ABOUT PSYCHIATRYONLINE.ORG

PsychiatryOnline.org is psychiatry's premier online source for peer-reviewed journal articles from the American Journal of Psychiatry, Psychiatric Services, Academic Psychiatry, and the Journal of Neuropsychiatry and Clinical Neurosciences, plus articles from Psychiatric News. Now with the addition of DSM-IV-TR, textbooks, practice guidelines, self-assessments, and continuing medical education, PsychiatryOnline.org is an indispensable resource for psychiatrists, clinicians and other mental health professionals who need to stay on the cutting edge of psychiatric research, diagnosis, treatment, and news. With over 1.5 million page views per month, PsychiatryOnline.org offers the ideal placement for your product, service, CME or job opportunity.

- **American Journal of Psychiatry**  
Official journal of the APA
- **Psychiatric Services**  
APA's leading journal on mental health services
- **Journal of Neuropsychiatry and Clinical Neurosciences**  
Official journal of the American Neuropsychiatric Association
- **Academic Psychiatry**  
International journal of psychiatric education
- **Psychiatric News**  
Newspaper of the APA

PsychiatryOnline.org is published by American Psychiatric Publishing (APP), a Division of the American Psychiatric Association and the world's leading publisher of journals, books and other media related to psychiatry and mental health.

## ▶ ONLINE ADVERTISING

Online advertising options on PsychiatryOnline.org include standard IAB standard ad sizes positioned on current and archived journal home, table of contents, abstract, article, topic and search results pages.

### Online Ad Sizes

Ad units are IAB standard sizes.

- Leaderboard (728 x 90)
- Rectangle (300 x 250)
- Wide Skyscraper (160 x 600)

### Online Ad Rates

- Run of Network \$70.00 CPM
- Run of Site \$80.00 CPM
- Run of Channel \$90.00 CPM
- Homepage Roadblocks Flat rate

Ask your sales representative for a specific price plan that correlates to the following opportunities:

- Expandable Ads
- Intersitital Ads
- Homepage Only
- Search Page Only
- Contextual Targeting
- Behavioral Targeting

## ▶ EMAIL ALERTS

- *Table of Contents eMail Alerts* (all journals) are sent to an opt-in audience each time a new issue is posted online.
- *AJP and PS in Advance eMail Alerts* notify subscribers when *American Journal of Psychiatry* and *Psychiatric Services* articles are published online, ahead of print on the 1st and 15th of each month.

### eTOC Alert Ad Sizes

- Leaderboard (728 x 90)
- Skyscraper (120 x 600)
- Skyscraper (160 x 600)

### eTOC Alert Rates

- 728 x 90 (top) \$2,500 per drop
- 120 x 600 (right) \$2,100 per drop
- 160 x 600 (right) \$2,100 per drop

### AJP in Advance eTOC

- 728 x 90 (top) \$800 per drop
- 120 x 600 (right) \$650 per drop
- 160 x 600 (right) \$650 per drop

### PS in Advance eTOC

- 728 x 90 (top) \$450 per drop
- 120 x 600 (right) \$300 per drop
- 160 x 600 (right) \$300 per drop

## ► PN WEEKLY ENEWSLETTER

*Psychiatric News Update* is APA's newest communications service for members. This electronic newsletter delivers up-to-the-minute news about the field of psychiatry, and announcements from APA on its advocacy, legislative, educational, and other activities, programs, and services, as well as related links to valuable resources on APA's website. *Update* is e-mailed every Wednesday to all APA members.

### eNewsletter Ad Sizes

- Leaderboard (728 x 90 - Top)
- Rectangle (300 x 250 - Position 1)
- Rectangle (300 x 250 - Position 2)

### eNewsletter Rates

- Leaderboard (728 x 90 - Top) \$2,500 per drop
- Rectangle (300 x 250 - Position 1) \$2,100 per drop
- Rectangle (300 x 250 - Position 2) \$2,100 per drop

## ► LEAD TIME

Allow three business days for standard creative and five business days for Flash ads for ad approval and testing. E-mail Alert copy and link must be provided two weeks before scheduled run date. Signed contracts and cancellations must be received in writing two weeks before campaign start date. Ad positions are available on a first come, first serve basis.

## ► ONLINE ADVERTISING POLICY

Ads require editorial approval. Refer to our complete Advertising Policy at [www.appi.org/Journals/Pages/AdvertisingInfo.aspx](http://www.appi.org/Journals/Pages/AdvertisingInfo.aspx). Advertising agency and advertiser are equally responsible for payment of advertising. Payment terms net 30 with established credit. Prior to placement credit approval must be complete or prepayment will be required.

## ► PUBLISHER



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

*Publisher, APP:* Rebecca Rinehart  
*Associate Publisher for Advertising, Sales and Marketing:* Bob Pursell  
*Online Advertising and Marketing Manager:* Alison Jones