



PSYCHIATRIC SERVICES

A Journal of the American Psychiatric Association

<http://ps.psychiatryonline.org>

Rates & Data
2012

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▶ ABOUT US

Psychiatric Services (PS), a monthly journal, publishes empirical research on the delivery of mental health services in organized settings. This peer-reviewed journal includes research reports, literature reviews, and commentaries on critical issues in the development, improvement, and provision of treatments and services, especially to people with severe and persistent mental illness. *PS* is mailed via periodicals class on the first of the month. *PS* is 90% editorial and 10% advertising. 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.

Special Issues

Institute on Psychiatric Services Preliminary Program (July)

Bonus Distribution

- APA Annual Meeting, Philadelphia, PA (May)
- Institute on Psychiatric Services, New York, NY (October)
- American Academy of Child & Adolescent Psychiatry, San Francisco, CA (October)
- U.S. Psychiatric Congress, San Diego, CA (November)

Index Issue (December)

▶ CIRCULATION

PS reaches psychiatrists, residents, administrative medical and nursing staff and other mental health professionals who work in community mental health centers, rehabilitation programs, state, veterans and private hospitals, correctional facilities and other agencies. Circulation is 4,619 as of October 2011.

▶ 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	120x	144x	192x	240x
1	\$ 2,230	2,200	2,165	2,120	2,080	2,040	2,000	1,920	1,855	1,805	1,780	1,760	1,740	1,720
1/2	1,330	1,280	1,250	1,220	1,195	1,175	1,160	1,140	1,110	1,110	1,110	1,110	1,110	1,110
1/3	985	940	910	875	855	845	835	825	815	805	805	805	805	805
1/4	695	655	625	615	605	590	580	570	560	550	550	550	550	550

Combination Rates

Display ads placed in *Psychiatric Services*, *American Journal of Psychiatry*, *Psychiatric News* and the APA specialty journals 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 \$1,505 plus earned b/w rate
 Matched color \$820 plus earned b/w rate
 Metallic color \$1,110 plus earned b/w rate

Agency Commission

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

Nonprofit Membership Organization Discount

Nonprofit medical, psychiatric, or behavioral science membership organizations placing ads for meetings and symposia are eligible for a 25% discount on the black and white rate. Nonprofit ads are non-commissionable.

▶ 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.

Issue	Space	ROB	Insert	Issue	Space	ROB	Insert
Jan	12/1	12/6	12/12	Jul	6/1	6/6	6/11
Feb	1/2	1/6	1/11	Aug	7/2	7/6	7/11
Mar	2/1	2/6	2/10	Sep	8/1	8/6	8/10
Apr	3/1	3/6	3/12	Oct	9/3	9/6	9/11
May	4/2	4/6	4/11	Nov	10/1	10/5	10/11
Jun	5/1	5/4	5/11	Dec	11/1	11/6	11/9

▶ MATERIAL

Ad Sizes

1/4 page3	3/8" w x 4	7/8" h
1/3 page4	1/2" w x 4	7/8" h (H); 2 1/4" w x 10" h (V)
1/2 page7"	w x 4	7/8" h (H); 3 3/8" w x 10" h (V)
2/3 page4	1/2" w x 10" h	
Full page7"	w x 10" h	
Bleed page8	3/8" w x 11	1/8" h
Bleed page spread16	1/2" w x 11	1/8" h
Trim size8	1/8" w x 10	7/8" h

Keep essential elements 1/2" from trim edges.

Print Requirements

PS 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 inserts8	3/8" w x 11	1/8" h
4-page insertsfolded to	8 3/8" w x 11	1/8" h

Allow 1/8" for head, foot, 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: 6,000

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:

Psychiatric Services

Dartmouth Printing Company

69 Lyme Road

Hanover, NH 03755

Attn: Lisa Davis

▶ ONLINE ADVERTISING

Digital advertising is available on PsychiatryOnline.org and *PS-in-Advance* and *PS 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



American Psychiatric Publishing

A Division of American Psychiatric Association

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