# ABOUT US

Psychiatric News, the print and electronic news service of the American Psychiatric Association, provides primary and authoritative information for APA members, other physicians and mental health professionals, and the public about developments in the field of psychiatry that impact clinical care and professional practice.

It accomplishes these goals by providing important clinical and research news across the spectrum of psychiatry, and the biobehavioral sciences; providing information about mental health issues with a particular focus on news that affects the profession of psychiatry and the delivery of quality care to patients; providing information on APA's policies, programs, and actions across the spectrum of APA's activities including areas such as advocacy, education, ethics, minority interests, and clinical guidelines; and serving as a forum for the exchange of a full range of ideas and opinions among members, thus assisting in creating a sense of community.

The print edition is mailed on the first and third Fridays of each month. For the web edition, articles are posted on a breaking-news basis and collected into issues on the first and third Fridays of each month. The Psychiatric News Alert covers breaking clinical and research news daily, and the Psychiatric News Update is e-mailed once a week to all APA members.

All new advertisements are subject to editorial review and approval. APA Publishing is not responsible for minor periodical manufacturing imperfections that do not distort the integrity of the advertising message.

# RATES

## Black and White Rates

Advertising rates are effective January 1, 2018, and subject to change upon notification by the publisher.

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APA Annual Meeting
CME Course Issue (1/19)
Preliminary Program Issue (2/16)
Post-convention Issues (6/15 & 7/6)

Bonus Distribution
APA Annual Meeting, New York, NY • May 5-9 (5/4)
IPS: The Mental Health Services Conference
Chicago, IL • October 4-7 (10/5)
U.S. Psychiatric Congress and Mental Health Congress
Orlando, FL • October 25-27 (10/19)
American Academy of Child & Adolescent Psychiatry
Seattle, WA • October 22-27 (10/19)

Issue Dates and Closing Dates

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.

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Material

Ad Sizes
1/4 page......................... 4.5"w x 6.25"h (H) or 2.1875"w x 12.75"h (V)
1/2 page.........................9.25"w x 6.25"h (H) or 4.5"w x 12.75"h (V)
1/2 page island................................. 6.625"w x 10"h
1/2 page island spread................................. 14.75"w x 10"h
3/4 page............................ 9.25"w x 9.75"h (H) or 6.9"w x 12.75"h (V)
King page non-bleed.............................. 9.25"w x 12.75"h
King bleed.................................................. 10.75"w x 14"h
Trim size.............................................. 10.4375"w x 13.75"h
Keep essential elements 1/2" from trim edges.

Print Requirements
PN is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF/X-1a format. Crop marks must be outside the bleed area. Trapped files are not accepted. 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 $75 for 1/4 page, $135 for 1/2 page, and $190 for full page.

Inserts

Approval
Inserts must be approved prior to printing. Contact: Susan Tagliaferro
Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor, New York, NY 10016
212.904.0378; stagliaferro@pminy.com

Insert Sizes: Saddle Stitch Bound
A-size ........................................ 8.375"w x 11.25"h
King ......................................... 10.75"w x 14"h
Full page: include additional 1/8" (.125") for head, foot, and side 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: 50-80 lb. book
4 pages or more: 50-70 lb. book

Quantity: 46,000

Shipping Instructions
Each pallet or carton must be clearly labeled with publication name, insert name, issue date, insert quantity, total number of pallets (e.g., 1 of 2, 2 of 2, etc.), and account manager’s name. A packing slip must accompany each shipment and a sample insert affixed to pallet sides. Prior to shipping inserts, notify Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com of quantity shipped, shipping vendor, and arrival date.

Shipping Address:
Psychiatric News
Cenveo
3575 Hempland Road
Lancaster, PA 17601
717.285.9095
Attn: Dave Daly

Online Advertising
Digital advertising is available on Psychiatryonline.org, the Psychiatric News Update e-newsletter, the Psychiatric News Alert, and PN Table of Contents e-mail alerts. For more information, please see the Online Advertising rate card or contact: Tim Wolfinger at 212.904.0379 or twolfinger@pminy.com; or Eamon Wood at 212.904.0363 or ewood@pminy.com; or Jill Redlund at 212.904.0366 or jredlund@pminy.com.

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