

## PRINT Advertising Incentives

The **2018** combined frequency rate will be determined by the total number of pages placed in all the APA publications (*The American Journal of Psychiatry*, *Psychiatric News*, *Psychiatric Services*, and the *Journal of Neuropsychiatry and Clinical Neurosciences*) by a company and its subsidiaries within the 12-month period of January–December 2018.

### PACKAGE OPTIONS:

- Package A.** Advertise in both monthly issues of *Psychiatric News* and get a 25% discount off gross cost for the second issue; must be same advertisement.
- Psychiatric News* Issue A – Normal Cost  
*Psychiatric News* Issue B – 25% Off
- Package B.** Advertise in one issue of *Psychiatric News* plus *The American Journal of Psychiatry* (same ad, same month) and receive a 35% discount off your gross cost in *The American Journal of Psychiatry*.
- Psychiatric News* (One issue, A or B) – Normal Cost  
*The American Journal of Psychiatry* – 35% Off
- Package C.** Advertise in both issues of *Psychiatric News*, plus *The American Journal of Psychiatry* (same ad, same month) and receive a 25% discount off the gross cost for the second issue of *Psychiatric News* and 40% discount off the gross cost in *The American Journal of Psychiatry*.
- Psychiatric News* Issue A – Normal Cost  
*Psychiatric News* Issue B – 25% Off  
*The American Journal of Psychiatry* – 40% Off
- Package D.** Buy 6 nonconsecutive issues of any publication and receive 7th Free.  
Or  
Buy 12 nonconsecutive issues of *Psychiatric News* and receive 13th & 14th Free.  
Or  
Buy 10 consecutive issues of any publication and get the 11th & 12th Free.

NOTE: None of the incentives above can be combined.