



## FOCUS

The Journal of Lifelong Learning in Psychiatry  
<http://focus.psychiatryonline.org>

### Advertising Sales Office

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### Nonpharmaceutical Products and Services

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## ■ ABOUT US

*FOCUS* offers clinical reviews and original research for practicing psychiatrists to keep abreast of significant advances in the field. Developed as part of APA's "Lifelong Learning in Psychiatry" series—educational initiatives to meet the changing needs of psychiatrists for the 21st century—*FOCUS* has as its goal the dissemination of up-to-date information while facilitating lifelong study skills and critical self-assessment for improving patient care and preparation for maintenance of certification.

Each year, this quarterly publication addresses four core areas in psychiatry. Each issue is designed as a personal study resource with particular attention to clinical practice. This section in each issue is overseen by a Guest Editor expert in that area, and this thought leader works with fellow experts and advisors to deliver content that keeps readers abreast of the field through:

- New articles that provide a briefing on new developments and review the current state of practice;
- Features designed to improve the ability to evaluate, diagnose, and manage clinical problems; communicate with patients; and handle ethical dilemmas; and
- Curation of the publications that have shaped the thinking in the field.

Because the practice of psychiatry extends far beyond these core areas, *Focus* offers additional features that help today's practitioner stay current and compliant, fill the evidence gap between regulatory trial results and clinic treatment management, and provide an annual review of the clinical landscape.

## ■ TOTAL CIRCULATION

*FOCUS* serves a market of psychiatrists and affiliated professionals. Circulation is 2,650 as of September 2017.

## ■ RATES

### Black and White Rates

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

Page	1x	6x	12x	24x	36x	48x	60x	72x	96x
1	\$1,045	920	860	780	760	740	720	695	675
1/2	760	635	575	530	505	480	460	440	425
1/4	640	510	450	420	400	385	370	350	350

### Combination Rates

Ads placed in APA publications combine for frequency.

### Earned Rates

Based on number of ad units placed within one calendar year. Parent company and subsidiaries is combined for an earned rate.

### Preferred Position Rates

Cover 2 ..... add 25% of earned b/w rate  
Preferred position ..... add 15% of earned b/w rate

### Color Rates

4-color ..... \$1,270 plus earned b/w rate

### Agency Commission

15% commission. Production charges are non-commissionable. Dual responsibility for payment if the agency does not remit within 90 days.

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. Consult advertising policy at [www.appi.org/advertising](http://www.appi.org/advertising).

*FOCUS* only accepts non-pharmaceutical advertising for recruitment, books, meetings, and conferences.

## ■ 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.

	Space	ROB	Inserts
<b>Winter</b>	12/1	12/6	12/13
<b>Spring</b>	3/1	3/7	3/14
<b>Summer</b>	6/1	6/6	6/13
<b>Fall</b>	9/4	9/7	9/13

## ■ MATERIALS

### Ad Sizes

Full page.....	7" w x 10" h
Bleed page .....	8 3/8" w x 11 1/8" 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

Keep essential elements 1/2" from bleed edges.

## Print Requirements

*FOCUS* 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](http://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.

## ■ PUBLISHER



[www.appi.org](http://www.appi.org)

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