



THE JOURNAL OF NEUROPSYCHIATRY AND CLINICAL NEUROSCIENCES

Official Journal of the American Neuropsychiatric Association
<http://neuro.psychiatryonline.org>

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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.



ABOUT US

As the official Journal of the American Neuropsychiatric Association, the premier national organization of clinicians and investigators in the interdisciplinary areas of neuropsychiatry, behavioral neurology, neuropsychology, and the cognitive neurosciences, *The Journal of Neuropsychiatry and Clinical Neurosciences (JNCN)* is dedicated to publishing the work of renowned researchers, clinicians, and educators to advance the care of patients. *JNCN* publishes peer-reviewed articles addressing critical subjects such as Alzheimer's disease, traumatic brain injury, Parkinson's disease, epilepsy, and seizure disorders, and is devoted to reporting discoveries in clinical neuroscience that are relevant to understanding the brain-based disorders of patients. The journal features original articles, concisely written clinical and research reports, perspectives on emerging trends in the field, and classic pieces from the field's rich history, and each issue gets started with the signature section "Windows to the Brain." New sections have recently been introduced that highlight treatment, education, global perspectives, and icons in neuropsychiatry.

TOTAL CIRCULATION

JNCN serves a market of psychiatrists and affiliated professionals. Circulation is 637 as of September 2017.

Bonus Distribution Issues

American Neuropsychiatric Association, Boston, MA
 March 21-24 (Winter)

APA Annual Meeting, New York, NY • May 5-9 (Spring)

RATES

Black and White Rates

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

Combination Rates

Page	1x	6x	12x	24x	36x	48x	60x	72x	96x
1	\$985	880	830	800	740	715	690	670	650
1/2	725	630	570	550	520	490	460	450	435
1/4	595	505	460	425	390	370	350	350	350

Ads placed in APA publications combine for frequency.

Insert Rates

Billed at earned black and white page rate.
 Consult your representative for rates and availability.

Earned Rates

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

Cover and Preferred Position Rates

Cover 2 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 \$1,270 plus earned b/w rate

Agency Commission

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

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
Winter	12/1	12/6	12/13
Spring	3/1	3/7	3/14
Summer	6/1	6/6	6/13
Fall	9/4	9/7	9/13

■ MATERIALS

Ad Sizes

Full page	7" w x 10" h
Bleed page	8.3/8" w x 11. 3/16" 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

JNCN 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. Send certified proofs to **Ship Inserts** address in the right-hand column. 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.

■ INSERTS

Approval

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

Insert Sizes: Perfect Bound

2-page inserts	.8 3/8" w x 11 3/16" h
4-page inserts	folded to 8 3/8" w x 11 3/16" h
Trim size	.8 1/8" w x 10 7/8" h

Allow 3/16" for head and foot; 1/8" for 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

Confer with your advertising representative for current circulation.

Insert Shipping Requirements

Each shipment must include a packing slip which indicates journal title, insert advertiser name, 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.

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:

Journal of Neuropsychiatry and the Clinical Neurosciences
Sheridan PA
450 Fame Avenue
Hanover, PA 17331
Attn: Katy Seibert

■ ONLINE ADVERTISING

Digital advertising is available on **PsychiatryOnline.org** and JNCN 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.

■ PUBLISHER



www.appi.org

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