**2024 Advertising Rates**

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

<table>
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<tr>
<th>Issue</th>
<th>Space</th>
<th>ROB</th>
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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 island**: 6.25”w x 9.75”h (H) or 4.5”w x 12.75”h (V)
- **1/2 page island spread**: 9.25”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 bleed: 10.75”w x 14”h
- **Trim size**: 10.4375”w x 13.75”h

**Insert Quantity**: 28,600

**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 of 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 Kathy Clark at 917.575.6488 or kclark@pminy.com of quantity shipped, shipping vendor, and arrival date.

**Submission of Ads**
- All ads must be PDF/X-1a format.
- Indicate journal title, volume, and issue with ad materials.
- Electronic Transfer of ad materials: Kathy Clark - kclark@pminy.com - 917.575.6488

**Printer contact info**

Psychiatric News
Attn: Tia Bradley
CTM Intellicor Communications
Lancaster-West
3575 Hempland Road
Lancaster, PA 17601
717.285.6803

**Color Rates**
4-color............................................$2,195 plus earned b/w rate

**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

**Acceptable Stock Weight**
2 page insert: 50-80 lb. book
4 pages or more: 50-70 lb. book

**Circulation**: 26,000 monthly