



2024 PRINT RATES

Psychiatric News

Circulation: 26,000 monthly

AD SALES

Pharmaceutical

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Nonpharmaceutical Products and Services

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2024 Advertising Rates

Agency Commission

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

Rates							
	1x	6x	12x	24x	36x	48x	60x
King	\$9,685	\$9,520	\$8,940	\$8,510	\$8,370	\$8,125	\$8,115
Full	\$8,855	\$8,215	\$7,885	\$7,680	\$7,565	\$7,345	\$7,325
Island	\$6,520	\$6,180	\$5,580	\$5,455	\$5,175	\$4,840	\$4,725
1/2	\$5,225	\$4,900	\$4,710	\$4,555	\$4,530	\$4,505	\$4,390
1/4	\$2,605	\$2,310	\$2,160	\$2,135	\$2,095	\$2,045	\$2,020
	72x	96x	120x	144x	192x	240x	
King	\$7,940	\$7,905	\$7,635	\$7,620	\$7,595	\$7,120	
Full	\$7,300	\$7,275	\$7,250	\$7,255	\$7,090	\$7,054	
Island	\$4,695	\$4,580	\$4,530	\$4,490	\$4,445	\$4,310	
1/2	\$4,380	\$4,360	\$4,240	\$4,185	\$4,165	\$4,145	
1/4	\$2,000	\$1,975	\$1,965	\$1,960	\$1,955	\$1,950	

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 positionadd 15% of earned b/w rate

Insert Sizes: Saddle Stitch Bound

A-size..... 8.375" w x 11.125" 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.

Acceptable Stock Weight

2 page insert: 50-80 lb. book

4 pages or more: 50-70 lb. book

Issue	Space	ROB	Insert
Jan	12/1	12/5	12/12
Feb	1/2	1/3	1/9
Mar	2/1	2/6	2/13
Apr	3/1	3/5	3/12
May	4/1	4/2	4/9
June	5/1	5/7	5/14
July	6/3	6/4	6/11
Aug	7/1	7/2	7/9
Sept	8/1	8/6	8/13
Oct	9/3	9/3	9/10
Nov	10/1	10/2	10/8
Dec	11/1	11/5	11/12

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

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, 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:

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Printer contact info

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