



# 2024 PRINT RATES

## Psychiatric Services

**Circulation:** 150 highly targeted mental health professionals based in mental health centers, rehabilitation programs, veterans, private hospitals, and correctional facilities.

### AD SALES

#### Pharmaceutical

**Jill Redlund**

P: 908.313.7264

E: jredlund@pminy.com

#### Nonpharmaceutical Products and Services

**Eamon Wood**

P: 212.904.0363

E: ewood@pminy.com

### 2024 Advertising Rates

#### Agency Commission

15% commission.

Rates							
	1x	6x	12x	24x	36x	48x	60x
Page	\$2,540	\$2,470	\$2,415	\$2,365	\$2,325	\$2,285	\$2,190
1/2	\$1,520	\$1,435	\$1,400	\$1,365	\$1,335	\$1,320	\$1,300
1/4	\$800	\$720	\$710	\$700	\$680	\$665	\$635
	72x	96x	120x	144x	192x	240x	
Page	\$2,115	\$2,055	\$2,030	\$2,010	\$1,985	\$1,965	
1/2	\$1,270	\$1,270	\$1,270	\$1,270	\$1,270	\$1,270	
1/4	\$655	\$635	\$635	\$635	\$635	\$635	

#### 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

#### 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**

#### Insert Sizes: Perfect Bound

2-page inserts ..... 8.375" w x 11.125" h  
 4-page inserts ..... folded to 8.375" w x 11.125" h  
 Trim size..... 8.125" w x 10.875" h

Allow 1/8" for head, foot, side and gutter trim. Keep essential copy elements 1/2" from trim edges. For all other inserts, contact Kathy Clark at

P: 917.575.6488; E: kclark@pminy.com.

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

#### Material Ad Sizes

1/4 page	3.375" w x 4.875" h
1/2 page horizontal	7" w x 4.875" h
1/2 page vertical	3.375" w x 10" h
Full page (non-bleed)	7" w x 10" h
Full page (bleed)	8.375" w x 11.125" h
Bleed page spread	16.5" w x 11.125" h
Trim size	8.125" w x 10.875" h

Keep essential elements 1/2" from trim edges.

**Quantity:** 180

#### Acceptable Stock Weight

2 page insert: 70-100 lb. book

4 pages or more: 70-100 lb. book

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. 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.

#### Printer contact info

Psychiatric Services  
 Sheridan PA  
 Attn: Katy Seibert  
 450 Fame Avenue  
 Hanover, PA 17331

