2020 Media Kit

American Psychiatric Association Publishing
Digital and Print Advertising Opportunities
Advertising Sales Office
Pharmaceutical Media Inc.
30 East 33rd Street
New York, NY 10016
P: 212.685.5010
E: www.pminy.com

Pharmaceutical
Jill Redlund
P: 212.904.0366
E: jredlund@pminy.com

Tim Wolfinger
P: 212.904.0379
E: twolfinger@pminy.com

Nonpharmaceutical Products and Services
Eamon Wood
P: 212.904.0363
E: ewood@pminy.com

Insertion Orders and Materials
Susan Tagliaferro
P: 212.904.0378
E: stagliaferro@pminy.com
Psychiatric News

Newspaper of the American Psychiatric Association

psychnews.psychiatryonline.org
psychnews.org/update | alert.psychnews.org

About Us

Psychiatric News, the print and electronic news service of the American Psychiatric Association, provides primary and authoritative information for APA members, other physicians and mental health professionals, and the public about developments in the field of psychiatry that impact clinical care and professional practice.

It accomplishes these goals by providing important clinical and research news across the field of psychiatry and the biobehavioral sciences; providing information about mental health issues with a particular focus on news that affects the profession of psychiatry and the delivery of quality care to patients; providing information on APA’s policies, programs, and actions across the spectrum of APA’s activities including areas such as advocacy, education, ethics, minority interests, and clinical guidelines; and serving as a forum for the exchange of ideas and opinions among members, thus assisting in creating a sense of community.

The print edition is mailed on the first and third Fridays of each month. For the web edition, articles are posted on a breaking-news basis and collected into issues by the first and third Fridays of each month. The Psychiatric News Alert covers breaking clinical and research news daily, and the Psychiatric News Update is emailed once a week to all APA members.

Circulation: 28,133

Combination Rates
Ads placed in APA publications combine for frequency. Please see our incentive sheet enclosed in this media kit.

Insert Rates
Billed at earned page rate and an additional non-commissionable tip-in charge of $1,500. Consult your representative for rates and availability.

Earned Rates
Based on number of ad units placed within one calendar year. Parent company and subsidiaries combine for earned 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

Color Rates
4-color............................................$2,145 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.

Nonprofit Membership Organization Discount
Nonprofit organizations are eligible for a 25% discount on the black and white rate. Nonprofit ads are noncommissionable.

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.
Rates

Black and White Rates
Advertising rates are effective January 1, 2020, and subject to change upon notification by the publisher.

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Issue Dates and Closing Dates
Space reservations, 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. In this case, a former ad will be repeated or substitute material requested.

Special Issues

APA Annual Meeting
CME Course Issue (1/17)
Preliminary Program Issue (1/21)
Post-convention Issues (5/22 & 6/5)

Bonus Distribution

APA Annual Meeting,
Philadelphia, PA • April 25-29 (4/17 Issue)

U.S. Psych Congress
Nashville, TN • September 10-13 (9/4 Issue)

American Academy of Child & Adolescent Psychiatry
San Francisco, CA • October 19-24 (10/16 Issue)
Print Requirements
PN 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 the 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. For more information, contact ewood@pminy.com.

Insert 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: 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.
For all other inserts, contact Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com.

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

Quantity: 30,500

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 Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com of quantity shipped, shipping vendor, and arrival date.

Ship Inserts To:
Psychiatric News
Attn: Caroline Lawrence
Cenevo
3575 Hempland Road
Lancaster, PA 17601
717.285.9095

*See page 19 for split-run specifications
*List match production fee of $1,000
The American Journal of Psychiatry

Official Journal of the American Psychiatric Association

ajp.psychiatryonline.org

The American Journal of Psychiatry, the most widely read psychiatric journal in the world, is the journal that the overwhelming majority of psychiatrists considers essential.

About Us

The American Journal of Psychiatry's latest Impact Factor of 13.655 places this journal in the top 1% of the more than 12,000 scientific, technical, and medical journals for which this quality of research indicator is calculated. AJP also publishes research of great clinical relevance, as exhibited by the two AJP articles that Journal Watch Psychiatry announced in its top 10 psychiatry articles of clinical importance in 2018 and the three articles named by the Brain and Behavior Foundation in its list of the top 10 advancements and breakthroughs of 2018 (no other journal had more). This publishing for the field and for the future is why AJP was honored as one of the 100 most influential journals in all of biology and medicine.

Circulation: 27,819

Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet enclosed in this media kit.

Insert Rates

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

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............................... $2,060 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.

Nonprofit Membership Organization Discount

Nonprofit organizations are eligible for a 25% discount on the black and white rate. Nonprofit ads are noncommissionable.

AJP is 80% editorial and 20% advertising. 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.
**Issue Dates and Closing Dates**

Space reservations, 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. In this case, a former ad will be repeated or substitute material requested.

**Bonus Distribution**

- **APA Annual Meeting**, Philadelphia, PA • April 25-29 (April Issue)
- **U.S. Psych Congress**, Nashville, TN • September 10-13 (September Issue)
- **American Academy of Child & Adolescent Psychiatry**, San Francisco, CA • October 19-24 (October Issue)

**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.
Print Requirements
AJP 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 the Ship Inserts address below. Material will be held for one year and then destroyed.

Design Services
We can design your ad in a PDF format for a non-commissionable production charge of $50 for 1/4 page, $100 for 1/2 page, and $150 for full page. For more information, contact ewood@pminy.com.

*See page 19 for split-run specifications.

*List match production fee of $1,000

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 ......................... 8.375”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 Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com.

Quantity: 30,500

Acceptable Stock Weight
2 page insert:  70-100 lb. book
4 pages or more:  70-100 lb. book

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.

Ship Inserts To:
American Journal of Psychiatry
Attn: Lisa Davis
Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755

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.
About Us
Each month, Psychiatric Services (PS) focuses on the delivery of behavioral health services in organized systems, such as state mental health systems, correctional systems, and the Veterans Health Administration. As health care reform and federal parity regulations change systems of care to maximize quality and accessibility and lower costs, the clinicians and administrators who work in today’s systems look to PS for research on how to deliver evidence-based treatments, to take an integrated “whole-health” approach to care, and to better engage their patients—especially those with severe and persistent mental illnesses, who are often served by multiple systems. In the mental health field, the current focus on patient-centered, recovery-oriented care and on dissemination of evidence-based practices is transforming service delivery systems at all levels. Research published in Psychiatric Services contributes to this transformation.

Total Circulation
PS reaches psychiatrists, residents, administrative medical and nursing staff and other mental health professionals at over 350 community mental health centers, rehabilitation programs, state, veterans and private hospitals, correctional facilities and other agencies. Additional individual circulation is 514 as of September 2019.

Combination Rates
Ads placed in APA publications combine for frequency. Please see our incentive publications enclosed in this media kit.

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

Earned Rates
Based on number of ad units placed within one calendar year. Parent company and subsidiaries combine for earned 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

Color Rates
4-color............................................$1,565 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.

Nonprofit Membership Organization Discount
Nonprofit organizations are eligible for a 25% discount on the black and white rate. Nonprofit ads are noncommissionable.

PS is 95% editorial and 5% advertising. 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.
Rates

Black and White Rates
Advertising rates are effective January 1, 2020, and subject to change upon notification by the publisher.

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Issue Dates and Closing Dates
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Bonus Distribution
APA Annual Meeting,
Philadelphia, PA • April 25-29 (April Issue)

U.S. Psych Congress
Nashville, TN • September 10-13 (September Issue)

American Academy of Child & Adolescent Psychiatry
San Francisco, CA • October 19-24 (October Issue)

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.
**Print Requirements**

PS 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 the Ship Inserts address below. Material will be held for one year and then destroyed.

**Design Services**

We can design your ad in a PDF format for a non-commissionable production charge of $50 for 1/4 page, $100 for 1/2 page, and $150 for full page. For more information, contact ewood@pminy.com.

*See page 19 for split-run specifications.*

*List match production fee of $1,000*

**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: 8.375”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 Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com.

**Quantity:** 780

**Acceptable Stock Weight**

- 2 page insert: 70-100 lb. book
- 4 pages or more: 70-100 lb. book

**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.

**Ship Inserts To:**

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

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.
About Us
As the official Journal of the American Neuropsychiatric Association (ANPA), 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. New sections have recently been introduced that highlight treatment, education, global perspectives, and icons in neuropsychiatry.

Total Circulation:
In addition to the entire membership of the more than 679 neuropsychiatrists within ANPA, JNCN reaches an additional 150 psychiatrists and affiliated professionals and institutions.

Combination Rates
Ads placed in APA publications combine for frequency. Please see our incentive sheet enclosed in this media kit.

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

Earned Rates
Based on number of ad units placed within one calendar year. Parent company and subsidiaries combine for earned 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

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.
**Rates**

**Black and White Rates**

Advertising rates are effective January 1, 2020, and subject to change upon notification by the publisher.

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</table>

**Issue Dates and Closing Dates**

Space reservations, 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. In this case, a former ad will be repeated or substitute material requested.

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<th>Issue</th>
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<tbody>
<tr>
<td>Winter</td>
<td>12/2</td>
<td>12/6</td>
<td>12/13</td>
</tr>
<tr>
<td>Spring</td>
<td>3/2</td>
<td>3/8</td>
<td>3/13</td>
</tr>
<tr>
<td>Summer</td>
<td>6/1</td>
<td>6/5</td>
<td>6/12</td>
</tr>
<tr>
<td>Fall</td>
<td>9/1</td>
<td>9/4</td>
<td>9/11</td>
</tr>
</tbody>
</table>

**Bonus Distribution**

- **American Neuropsychiatric Association**
  Philadelphia, PA • March 18-21 (Winter Issue)

- **APA Annual Meeting**
  Philadelphia, PA • April 25-29 (Spring Issue)

- **U.S. Psych Congress**
  Nashville, TN • September 10-13 (Fall Issue)

- **American Academy of Child & Adolescent Psychiatry**
  San Francisco, CA • October 19-24 (Fall Issue)

**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.
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 the Ship Inserts address below. Material will be held for one year and then destroyed.

Design Services

We can design your ad in a PDF format for a non-commissionable production charge of $50 for 1/4 page, $100 for 1/2 page, and $150 for full page. For more information, contact ewood@pminy.com.

*See page 19 for split-run specifications.*

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 ......................... 8.375”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 Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com.

Quantity: Confer with your advertising representative for current circulation

Acceptable Stock Weight

2 page insert: 70-100 lb. book
4 pages or more: 70-100 lb. book

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.

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

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.
Focus
The Journal of Lifelong Learning in Psychiatry
focus.psychiatryonline.org

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 2,180 as of September 2019.

Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet enclosed in this media kit.

Earned Rates

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

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

**Black and White Rates**

Advertising rates are effective January 1, 2020, and subject to change upon notification by the publisher.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$1,045</td>
<td>$920</td>
<td>$860</td>
<td>$780</td>
<td>$760</td>
</tr>
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<td>$640</td>
<td>$510</td>
<td>$450</td>
<td>$420</td>
<td>$400</td>
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</table>

<table>
<thead>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$740</td>
<td>$720</td>
<td>$695</td>
<td>$675</td>
</tr>
<tr>
<td>1/2</td>
<td>$480</td>
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<tr>
<td>1/4</td>
<td>$385</td>
<td>$370</td>
<td>$350</td>
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# Issue Dates and Closing Dates

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# Print Requirements

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# Design Services

We can design your ad in a PDF format for a non-commissionable production charge of $50 for 1/4 page, $100 for 1/2 page, and $150 for full page. For more information, contact ewood@pminy.com.

# Material Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>3.375&quot;w x 4.875&quot;h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot;w x 4.875&quot;h</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.375&quot;w x 10&quot;h</td>
</tr>
<tr>
<td>Full page</td>
<td>7&quot;w x 10&quot;h</td>
</tr>
<tr>
<td>Bleed page</td>
<td>8.375&quot;w x 11.125&quot;h</td>
</tr>
<tr>
<td>Bleed page spread</td>
<td>16.5&quot;w x 11.125&quot;h</td>
</tr>
<tr>
<td>Trim size</td>
<td>8.125&quot;w x 10.875&quot;h</td>
</tr>
</tbody>
</table>

Keep essential elements 1/2” from trim edges.
PsychiatryOnline.org

About PsychiatryOnline.org


PsychiatryOnline.org is an indispensable resource for psychiatrists, clinicians, and other mental health professionals who need to stay on the cutting edge of psychiatric research, diagnosis, treatment, and news. With over 1 million page views per month, PsychiatryOnline.org offers the ideal placement for your product, service, CME, or job opportunity.

- The American Journal of Psychiatry
  Official Journal of the American Psychiatric Association

- Psychiatric News
  Newspaper of the American Psychiatric Association

- Psychiatric Services
  APA's leading journal on mental health services

- Journal of Neuropsychiatry and Clinical Neurosciences
  Official Journal of the American Neuropsychiatric Association

- Psychiatric Research and Clinical Practice
  An Open-Access Journal from the American Psychiatric Association

- The American Journal of Psychotherapy
  A Journal of the American Psychiatric Association

Online Advertising

Online advertising options on PsychiatryOnline.org include standard IAB ad sizes positioned on current and archived journal home, table of contents, abstract, article, topic, and search results pages.

Online Ad Sizes

Ad units are IAB standard sizes.

- Leaderboard (728 x 90)
- Rectangle (300 x 250)

Online Ad Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Site</td>
<td>$80.00 CPM</td>
</tr>
<tr>
<td>Run of Journal</td>
<td>$90.00 CPM</td>
</tr>
<tr>
<td>Contextual</td>
<td>$110.00 CPM</td>
</tr>
<tr>
<td>DSM-5</td>
<td>$150.00 CPM</td>
</tr>
<tr>
<td>Interstitial</td>
<td>$150.00 CPM</td>
</tr>
</tbody>
</table>
EMAIL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Property</th>
<th>Frequency</th>
<th>Deployments/Month</th>
<th>Ad Positions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychiatric News eAlerts</td>
<td>Each Weekday (Mon-Fri)</td>
<td>20 to 22 Each Month</td>
<td>728x90 (Top) 120/160x600 (Right Side)</td>
<td>$6,000 net per Month</td>
</tr>
<tr>
<td>APA Journal Alerts</td>
<td>Various Dates Each Month</td>
<td>6 to 8 Each Month</td>
<td>728x90 (Top) 300x250 (Right Side)</td>
<td>$2,250 net per Month</td>
</tr>
<tr>
<td>Psychopharm eNewsletter</td>
<td>1x Month</td>
<td>1 Each Month</td>
<td>300x250 (First Position) 300x250 (Second Position)</td>
<td>$2,250 net per Month</td>
</tr>
</tbody>
</table>

CREATIVE MATERIALS

All creative materials must be submitted seven days prior to start date of campaign. Signed contracts and cancellations must be received in writing two weeks before campaign start date. Ad positions are available on a first come, first serve basis.

ONLINE ADVERTISING POLICY

Ads require editorial approval. Refer to our complete Advertising Policy at www.appi.org/advertising. Advertising agency and advertiser are equally responsible for payment of advertising. Payment terms net 30 with established credit. Prior to placement, credit approval must be complete or prepayment will be required.
Split-Run Specifications

• Inserts and run-of-book (ROB) split run advertising units are accepted.

• Limited number of split-runs are available in each issue and will be sold on a first to contract basis

• 8 page max for all ROB split-runs

• All split-run pages must be same size (ie. King or Island)

• Both geographic and demographic split-runs are available

• If APA is matching data the supplied data must include Medical Education number (M.E.)

• The APA reserves right to circulate any targeted advertisement to an audience greater than matched total, unless otherwise noted on insertion order (ROB splits).

Inserts Split-Run Rates

• If reaching <25% of the total circulation the rate is 50% of the full-run b/w cost.

• If reaching 25-50% of the total circulation the rate is 60% of the full-run b/w cost.

• If reaching 51% or more the rate is 100% of the full-run b/w cost.

• Split-run inserts incur no additional production charge.

ROB Split-Run Rates

• If reaching <25% of the total circulation the rate is 50% of the full-run b/w cost plus four-color charges.

• If reaching 26-50% of the total circulation the rate is 60% of the full-run b/w cost plus four-color charges.

• If reaching 51% or more the rate is 100% of the full-run b/w cost plus four-color charges.

• ROB split-run inserts incur a $500 production charge per insertion.

Discounts

• Split-run insertions do not qualify for combination or continuity discounts.

• Split-run insertions do count towards earned frequency.
Monthly Combination Discount Options

All ad insertions must be the same size and run in the same month

1. Psychiatric News (‘A’ or ‘B’ issue) + American Journal of Psychiatry:
   20% off Psych News and 15% off AJP

2. Psychiatric News ‘A’ Issue + Psychiatric News ‘B’ Issue:
   25% off ‘B’ ad insertion

   25% off each Psych News and 25% off AJP
   + FREE insertion in either Psychiatric Services or Journal of Neuropsychiatry
   and Clinical Neurosciences (JNCN)

New Advertiser/Product/Formulation or Indication:
• Buy 3 – Get 1 FREE (equal or lesser value; within same journal)
• Must not have run in the past 12 months

*Splitted insertions do not qualify for combination or new discounts. Split-run insertions do count towards earned frequency.