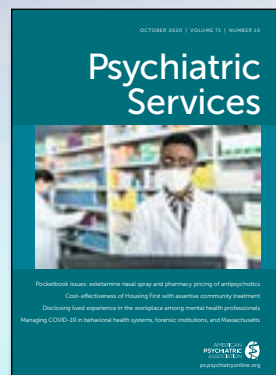


2021 Recruitment Guide

American Psychiatric Association Publishing
Digital and Print Advertising Opportunities



AMERICAN
PSYCHIATRIC
ASSOCIATION
PUBLISHING



Classified Advertising

Eamon Wood

P: 212.904.0363

E: ewood@pminy.com

Advertising Sales Office

Pharmaceutical Media Inc.

30 East 33rd Street

New York, NY 10016

P: 212.685.5010

E: www.pminy.com

Insertion Orders and Materials

Susan Tagliaferro

P: 212.904.0378

E: stagliaferro@pminy.com



American Psychiatric Association Publishing
800 Maine Avenue, S.W., Suite 900, Washington, D.C. 20024



Psychiatric News

Newspaper of the American Psychiatric Association

psychnews.psychiatryonline.org

psychnews.org/update | alert.psychnews.org

Contact: Eamon Wood | 212-904-0363 | ewood@pminy.com

Issue and Classified Deadline Information

Psychiatrists and recruiters alike choose **Psychiatric News**, the trusted newspaper of the American Psychiatric Association, as their first choice for recruiting top talent. APA members are highly trained, committed psychiatrists who show that commitment through their membership, so recruiters are reaching the specific target they are seeking. **Psychiatric News** classified ads have helped fill tens of thousands of psychiatric positions for over 50 years.

Our circulation of over 27,964 readers rely on **Psychiatric News** to deliver the latest clinical and research news every month.

Classified Advertising Rates (Per Issue)

- 1 x \$28 per line
- 3 x \$26 per line
- 6 x \$24 per line

Notes

- 1 line = approximately 40 characters
- 6 lines minimum
- To receive a frequency discount (3x or 6x), multiple insertions must be specified at the time the order is placed. Classified advertising quotes are based on the cost to run one ad per issue.
- Ad copy must be received in writing (Word preferred) via email to ewood@pminy.com
- Classified rates are non-commissionable

Additional Enhancements Costs (Per Issue)

- \$275 4/Color logo
- \$200 B/W logo
- \$100 Premium position of first ad in state or category
- \$50 Boxed or shaded ad

Discount Programs

Print & Online Combination Discount: Run your ad in print in **Psychiatric News** and online at **APA JobCentral** and receive 10% off **both** purchases! (www.jobs.psychiatry.org)



Classified Deadlines	
2021 Issue	PN Classified
January	December 23
February	February 5
March	February 19
April	March 19
May	April 16
June	May 14
July	June 11
August	July 16
September	August 13
October	September 17
November	October 15
December	November 19

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 (January Issue)
 Preliminary Program Issue (March Issue)
 Post-convention Issues (June and July Issues)

Bonus Distribution

APA Annual Meeting,

May 2021 • Virtual Event (May Issue)

U.S. Psych Congress

October 29-November 1 • San Antonio, TX
 (November Issue)

American Academy of Child & Adolescent Psychiatry

Oct 25-30 • Atlanta, GA (October Issue)

Display Advertising

Increase your impact by investing in a 1/4 page display ad in any of the APA's premier publications: *Psychiatric News*, *The American Journal of Psychiatry*, or *Psychiatric Services*. Use the expanded space for attention-grabbing headlines or to showcase logos or photos. Larger sizes are available; ask for details.

Discount Programs

- Display ads placed in all APA publications combine for frequency discount
- Run your ad in print and online at **APA JobCentral** and receive 10% off both purchases

Psychiatric News

Psychiatric News is published on a monthly basis and is the primary and most trusted source of information for APA members, other physicians and mental health professionals, and the public about developments in the field of psychiatry.



Ad Sizes:

1/4 Page: 4.5" wide x 6.25" high

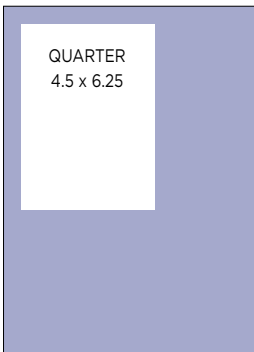
1/4 Page B/W Rates:

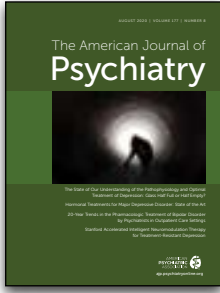
1x	\$2,450
6x	\$2,170
12x	\$2,030

Additional Charges:

4/Color:	\$2,145
Typesetting:	\$75

Display Deadlines			
Issue	Space	ROB	Insert
Jan	12/1	12/8	12/16
Feb	1/4	1/8	1/15
Mar	2/1	2/5	2/12
Apr	2/24	3/3	3/10
May	4/1	4/7	4/14
June	4/22	4/27	5/4
July	5/20	5/26	6/2
Aug	6/23	6/30	7/7
Sept	7/22	7/28	8/4
Oct	9/1	9/8	9/13
Nov	9/23	9/29	10/6
Dec	10/27	11/3	11/10





The American Journal of Psychiatry

Reach over 27,945 influential psychiatrists by advertising in the most widely read psychiatric journal in the world. The Journal is published monthly, and the advertising closing date is on the first of the month preceding the month of issue (i.e., December for the January issue).

1/4 Page Ad Size: 3-3/8" wide x 4-7/8" high

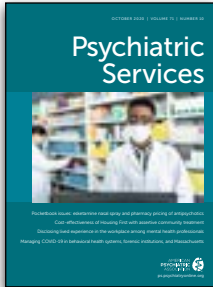
1/4 Page B/W Rates:

1x	\$2,100.00
3x	\$1,845.00
6x	\$1,735.00

Additional Charges:

4/Color:	\$2,014
Typesetting:	\$75

Display Deadlines			
Issue	Space	ROB	Insert
Jan	12/1	12/7	12/14
Feb	1/4	1/8	1/15
Mar	2/1	2/8	2/12
Apr	3/1	3/5	3/15
May	4/1	4/6	4/13
June	5/3	5/7	5/14
July	6/1	6/7	6/14
Aug	7/1	7/8	7/15
Sept	8/2	8/6	8/13
Oct	9/1	9/8	9/15
Nov	10/1	10/8	10/15
Dec	11/1	11/5	11/12



Psychiatric Services

Reach a highly targeted audience of more than 275 professionals who are based in organized systems such as correctional systems, state mental health systems, and the Veterans Health Administration. The Journal is published monthly, and

the advertising closing date is on the first of the month preceding the month of issue (i.e., December for the January issue).

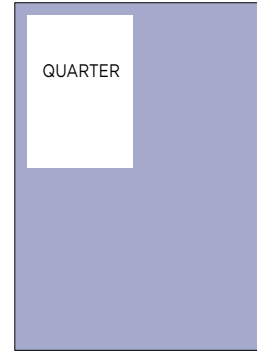
1/4 Page Ad Size: 3-3/8" wide x 4-7/8" high

1/4 Page B/W Rates:

1x	\$755
6x	\$680
12x	\$670

Additional Charges:

4/Color:	\$1,565
Typesetting:	\$75



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