2024 PRINT RATES
The American Journal of Psychiatry

Circulation: 26,000

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. Production charges are non-commissionable. Dual responsibility for payment if the agency does not remit within 90 days.

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<th>Issue</th>
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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.

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.

Printer contact info
American Journal of Psychiatry
Attn: Lisa Davis
Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755

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 - 917.575.6588

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: 917.575.6588; E: KClark@pminy.com.

Quantity: 28,600

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