



PSYCHIATRIC NEWS

Newspaper of the American Psychiatric Association

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

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ABOUT US

Psychiatric News, the print and electronic news service of the American Psychiatric Association, provides primary and trusted information for APA members, other physicians and 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 spectrum of psychiatry, medicine, and the bio-behavioral 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 a full range of ideas and opinions among members, thus assisting in creating a sense of community.

The printing 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 on 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 e-mailed once a week to all APA members.

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, 2017 and subject to change upon notification by the publisher.

Color Rates

4-color \$2,100 plus earned b/w rate
Matched color..... \$1,155 plus earned b/w rate

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

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, 3..... 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

Agency Commission

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

Nonprofit Membership Organization Discount

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

BREAKDOWN OF CIRCULATION

APA Member Psychiatrists: 29,136

Nonmember Psychiatrists: 11,864

Total Circulation: 41,000

Specialty Breakdown

For a specialty breakdown, please contact your advertising representative.

| Page | 1x | 6x | 12x | 24x | 36x | 48x | 60x | 72x | 96x | 120x | 144x | 192x | 240x |
|---------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 | \$8,590 | 8,455 | 7,930 | 7,550 | 7,420 | 7,205 | 7,200 | 7,040 | 7,005 | 6,770 | 6,755 | 6,740 | 6,315 |
| 3/4 | 7,850 | 7,290 | 6,995 | 6,815 | 6,710 | 6,510 | 6,490 | 6,470 | 6,450 | 6,425 | 6,350 | 6,285 | 6,250 |
| 1/2 isl | 5,665 | 5,380 | 4,850 | 4,735 | 4,490 | 4,205 | 4,105 | 4,075 | 3,980 | 3,940 | 3,900 | 3,860 | 3,740 |
| 1/2 | 4,630 | 4,340 | 4,170 | 4,030 | 4,010 | 3,995 | 3,890 | 3,880 | 3,860 | 2,770 | 2,725 | 2,715 | 2,695 |
| 1/4 | 2,300 | 2,040 | 1,910 | 1,885 | 1,845 | 1,805 | 1,780 | 1,765 | 1,750 | 1,745 | 1,740 | 1,735 | 1,730 |

Special Issues

APA Annual Meeting

CME Course Issue (1/20)
 Preliminary Program Issue (2/17)
 Post-convention Issue (7/7)

Bonus Distribution

APA Annual Meeting, San Diego, CA • May 20-24 (5/19)

IPS: The Mental Health Services Conference,
 New Orleans, LA • October 19-22 (10/20)

U.S. Psychiatric Congress and Mental Health Congress,
 New Orleans, LA • September 16-19 (9/15)

American Academy of Child & Adolescent Psychiatry,
 Washington, DC • October 23-28 (10/20)

ISSUE DATES AND CLOSING DATES

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.

| Issue | Space | ROB | Insert | Issue | Space | ROB | Insert |
|--------|-------|-------|--------|--------|-------|-------|--------|
| Jan 6 | 12/5 | 12/12 | 12/19 | Jul 7 | 6/5 | 6/12 | 6/19 |
| Jan 20 | 12/19 | 12/27 | 1/2 | Jul 21 | 6/19 | 6/26 | 6/30 |
| Feb 3 | 1/3 | 1/9 | 1/16 | Aug 4 | 7/3 | 7/10 | 7/17 |
| Feb 17 | 1/17 | 1/23 | 1/30 | Aug 18 | 7/17 | 7/24 | 7/31 |
| Mar 3 | 2/1 | 2/6 | 2/13 | Sep 1 | 7/31 | 8/7 | 8/14 |
| Mar 17 | 2/13 | 2/17 | 2/24 | Sep 15 | 8/14 | 8/21 | 8/28 |
| Apr 7 | 3/6 | 3/13 | 3/20 | Oct 6 | 9/5 | 9/11 | 9/18 |
| Apr 21 | 3/20 | 3/27 | 3/31 | Oct 20 | 9/18 | 9/25 | 10/2 |
| May 5 | 4/3 | 4/10 | 4/17 | Nov 3 | 10/2 | 10/9 | 10/16 |
| May 19 | 4/17 | 4/24 | 4/28 | Nov 17 | 10/16 | 10/23 | 10/30 |
| Jun 2 | 5/1 | 5/8 | 5/15 | Dec 1 | 11/1 | 11/8 | 11/13 |
| Jun 16 | 5/15 | 5/22 | 5/29 | Dec 15 | 11/13 | 11/20 | 11/27 |

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
 Keep essential elements 1/2" from trim edges.

Print Requirements

PN is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF/X-1a format. Trapped files are not accepted. All 4-color ads must be accompanied by a digital SWOP certified proof. Send certified proofs to the **Ship Inserts** address in the right hand column. Visit www.swop.org for a list of certified proofs. 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 \$75 for 1/4 page, \$135 for 1/2 page, and \$190 for full page.

INSERTS

Approval

Inserts must be approved prior to printing. Contact:
 Susan Tagliaferro
 Pharmaceutical Media, Inc.
 30 East 33rd Street, 4th Floor, New York, NY 10016
 212.904.0378; stagliaferro@pminy.com

Insert Sizes: Saddle Stitch Bound

A-size8.375" w x 11.125" 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: 51,000

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
 Cenveo
 3575 Hempland Road
 Lancaster, PA 17601
 717.285.9095
 Attn: Dave Daly

ONLINE ADVERTISING

Digital advertising is available on Psychiatryonline.org, the *Psychiatric News Update* e-newsletter, the *Psychiatric News Alert*, and *PN Table of Contents* e-mail alerts. For more information, please see the Online Advertising rate card or contact Tim Wolfinger at 917.710.8535 or twolfinger@pminy.com; or Eamon Wood at 212.904.0363 or ewood@pminy.com; or Jill Redlund at 212.904.0366 or jredlund@pminy.com.

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