THE AMERICAN JOURNAL OF PSYCHIATRY

Official Journal of the American Psychiatric Association
http://ajp.psychiatryonline.org

Rates & Data
2017

Advertising Sales Office

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ABOUT US

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, and no other psychiatric journal reaches more psychiatrists with greater impact or immediacy.

AJP's latest Impact Factor of 13.505 places this journal in the top 1% of the nearly 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 four AJP articles that Journal Watch Psychiatry announced in its top 10 psychiatry articles of clinical importance in 2015 (no other journal had more). This publishing for the field and for the future is why AJP was recently honored as one of the 100 most influential journals in all of biology and medicine.

AJP is 79% editorial and 21% 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.

Special Issues

Bonus Distribution

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

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

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

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

TOTAL CIRCULATION

Circulation

Total: 29,861

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.....$2,000 plus earned b/w rate
Matched color .....$1,090 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

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

RATES

Black and White Rates

Advertising rates are effective January 1, 2017, and subject to change upon notification by the publisher.

Page	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x
1	$5,120	5,020	4,975	4,955	4,905	4,825	4,710	4,585	4,460	4,395	4,320	4,255	4,190
1/2	3,750	3,545	3,510	3,300	3,290	3,280	3,265	3,260	3,250	3,120	3,090	3,050	3,010
1/4	1,980	1,735	1,625	1,605	1,595	1,585	1,575	1,565	1,555	1,500	1,480	1,470	1,460

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.

Issue	Space	ROB	Insert	Issue	Space	ROB	Insert
Jan	12/1	12/7	12/9	**Jul**	6/1	6/6	6/12
Feb	1/3	1/6	1/13	**Aug**	7/3	7/6	7/10
Mar	2/1	2/6	2/10	**Sep**	8/1	8/4	8/11
Apr	3/1	3/6	3/10	**Oct**	9/1	9/6	9/11
May	4/3	4/6	4/10	**Nov**	10/2	10/5	10/10
Jun	5/1	5/4	5/10	**Dec**	11/1	11/6	11/13

MATERIAL

Ad Sizes

1/4 page . . . . . 3 3/8"w x 4 7/8"h
1/2 page horizontal . . . . . 7"w x 4 7/8"h
1/2 page vertical . . . . . 3 3/8"w x 10"h
Full page. . . . . 7"w x 10"h
Bleed page. . . . . 8 3/8"w x 11 1/8"h
Bleed page spread . . . . . 16 1/2"w x 11 1/8"h
Trim size . . . . . 8 1/8"w x 10 7/8"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 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 jjimenez@pminy.com.

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 3/8"w x 11 1/8"h
4-page inserts . . . . . folded to 8 3/8"w x 11 1/8"h
Trim size . . . . . 8 1/8"w x 10 7/8"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.

Acceptable Stock Weight

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

Quantity 32,000

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

Each pallet or carton for boxed inserts, must be marked with the following information: journal title, date of issue, quantity per issue, and insert advertiser name.

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. Wrinkled or torn inserts will be discarded as they will not feed properly in the binding machine. Inserts that stick together and require manual separation in order to bind will be charged a penalty. 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.

Ship Inserts To:

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

ONLINE ADVERTISING

Digital advertising is available on **Psychiatryonline.org** and *AJP-in-Advance* and *AJP* 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 Jill Redlund at 212.904.0366 or jredlund@pminy.com

PUBLISHER

AMERICAN PSYCHIATRIC ASSOCIATION PUBLISHING
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