



## THE AMERICAN JOURNAL OF PSYCHIATRY

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

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*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.*

### ■ 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 14.176 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 two AJP articles that *Journal Watch Psychiatry* announced in its top 10 psychiatry articles of clinical importance in 2016 and the three articles named by the Brain and Behavior Foundation in its list of the top 10 advancements and breakthroughs of 2016 (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.

### Special Issues

#### Bonus Distribution

- APA Annual Meeting, New York, NY • May 5-9 (May)
- IPS: The Mental Health Services Conference  
Chicago, IL • October 4-7 (October)
- U.S. Psychiatric Congress and Mental Health Congress  
Orlando, FL • October 25-27 (October)
- American Academy of Child & Adolescent Psychiatry  
Seattle, WA • October 22-27 (October)

### ■ RATES

#### Black and White Rates

Advertising rates are effective January 1, 2018, and subject to change upon notification by the publisher.

Page	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x
1	\$5,175	\$5,075	\$5,025	\$5,005	\$4,955	\$4,875	\$4,760	\$4,635	\$4,505	\$4,440	\$4,365	\$4,300	\$4,235
1/2	3,790	3,585	3,550	3,335	3,325	3,315	3,300	3,295	3,285	3,155	3,125	3,085	3,045
1/4	2,000	1,755	1,645	1,625	1,615	1,605	1,595	1,585	1,575	1,515	1,495	1,485	1,475

### ■ TOTAL CIRCULATION

**Circulation** Total: 29,439

#### 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.....\$2,020 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.

## ■ 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	12/6	12/13	Jul	6/1	6/8	6/15
Feb	1/2	1/5	1/12	Aug	7/2	7/6	7/13
Mar	2/1	2/7	2/14	Sep	8/1	8/7	8/14
Apr	3/1	3/7	3/14	Oct	9/4	9/7	9/13
May	4/2	4/6	4/13	Nov	10/1	10/5	10/12
Jun	5/1	5/7	5/11	Dec	11/1	11/7	11/14

## ■ 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](http://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](mailto:ewood@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](mailto: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](mailto: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](http://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 212.904.0379 or [twolfinger@pminy.com](mailto:twolfinger@pminy.com) or Jill Redlund at 212.904.0366 or [jredlund@pminy.com](mailto:jredlund@pminy.com)

## ■ PUBLISHER

AMERICAN  
**PSYCHIATRIC**  
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