



PSYCHIATRIC SERVICES

A Journal of the American Psychiatric Association
<http://ps.psychiatryonline.org>

Advertising Sales Office

Pharmaceutical Media Inc., 30 East 33rd Street, New York, NY 10016

Pharmaceutical Advertising

Jill Redlund

P: 212.904.0366 E: jredlund@pminy.com

Tim Wolfinger

P: 212.904.0379 E: twolfinger@pminy.com

Insertion Orders and Materials

Susan Tagliaferro

P: 212.904.0378 E: stagliaferro@pminy.com

Nonpharmaceutical Products and Services

Eamon Wood

P: 212.904.0363 E: ewood@pminy.com

PS is 95% editorial and 5% 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

Psychiatric Services (PS), a monthly journal, focuses on the delivery of behavioral health services in organized systems, such as state mental health systems, correctional systems, and the Veterans Health Administration. As health care reform and federal parity regulations change systems of care to maximize quality and accessibility and lower costs, the clinicians and administrators who work in today's systems look to *PS* for research on how to deliver evidence-based treatments, to take an integrated "whole-health" approach to care, and to better engage their patients—especially those with severe and persistent mental illnesses, who are often served by multiple systems. In the mental health field, the current focus on patient-centered, recovery-oriented care and on dissemination of evidence-based practices is transforming service delivery systems at all levels. Research published in *Psychiatric Services* contributes to this transformation.

■ TOTAL CIRCULATION

PS reaches psychiatrists, residents, administrative medical and nursing staff and other mental health professionals who work in community mental health centers, rehabilitation programs, state, veterans and private hospitals, correctional facilities and other agencies. Circulation is 707 as of September 2017.

■ 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	\$2,415	\$2,350	\$2,295	\$2,250	\$2,210	\$2,170	\$2,085	\$2,010	\$1,955	\$1,930	\$1,910	\$1,885	\$1,865
1/2	1,445	1,360	1,325	1,300	1,270	1,255	1,235	1,205	1,205	1,205	1,205	1,205	1,205
1/3	1,070	985	950	925	915	905	895	885	875	875	875	875	875
1/4	755	680	670	660	645	630	620	600	600	600	600	600	600

Bonus Distribution

APA Annual Meeting, New York, NY • May 5-9 (May)

IPS: The Mental Health Services Conference

Chicago, IL • October 4-7 (October)

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 \$1,565 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

1/4 page	3	3/8" w x 4	7/8" h
1/3 page	4	1/2" w x 4	7/8" h (H); 2 1/4" w x 10" h (V)
1/2 page	7	7" w x 4	7/8" h (H); 3 3/8" w x 10" h (V)
2/3 page	4	1/2" w x 10" h	
Full page	7	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

PS 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 **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.

■ 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

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: 780

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:

Psychiatric Services
Sheridan PA
450 Fame Avenue
Hanover, PA 17331
Attn: Katy Seibert

■ ONLINE ADVERTISING

Digital advertising is available on **Psychiatryonline.org** and *PS-in-Advance* and *PS 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.

■ PUBLISHER



www.appi.org

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

Editor: Lisa B. Dixon, M.D., M.P.H.
Editorial Director: Michael D. Roy
Interim Publisher: John McDuffie
Advertising Manager: Becky McCarthy
Director of Production Services: Andrew Wilson