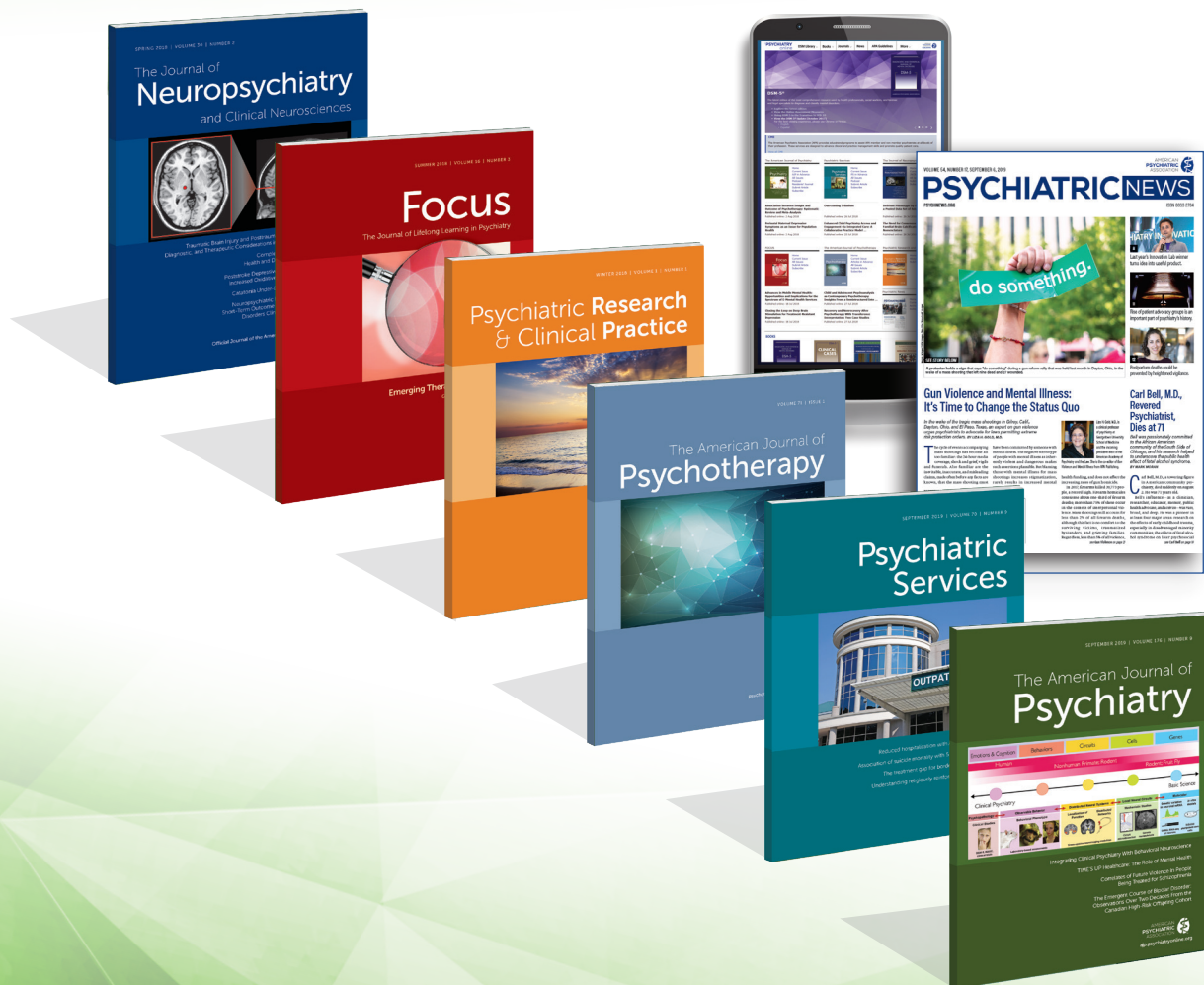


2020 Recruitment Guide

American Psychiatric Association Publishing
Digital and Print Advertising Opportunities



AMERICAN
PSYCHIATRIC
ASSOCIATION
PUBLISHING



**Nonpharmaceutical Products and Services
Display and Classified Advertising****Eamon Wood****P:** 212.904.0363**E:** ewood@pminy.com**Advertising Sales Office**

Pharmaceutical Media Inc.

30 East 33rd Street

New York, NY 10016

P: 212.685.5010**E:** www.pminy.com**Pharmaceutical****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



Psychiatric News

Newspaper of the American Psychiatric Association

psychnews.psychiatryonline.org

psychnews.org/update | alert.psychnews.org

Contact: Eamon Wood | 212-904-0363 | ewood@pminy.com

Issue and Classified Deadline Information

Psychiatrists and recruiters alike choose **Psychiatric News**, the trusted newspaper of the American Psychiatric Association, as their first choice for recruiting top talent. **Psychiatric News** classified ads have helped fill tens of thousands of psychiatric positions for over 50 years.

Our circulation of over 28,000 readers rely on **Psychiatric News** to deliver the latest clinical and research news twice each month.

Classified Advertising Rates (Per Issue)

1 x \$28 per line

Notes

- 1 line = approximately 40 characters
- 6 lines minimum
- To receive a frequency discount (3x or 6x), multiple insertions must be specified at the time the order is placed. Classified advertising quotes are based on the cost to run one ad per issue.
- Ad copy must be received in writing (Word preferred) via email to ewood@pminy.com
- Classified rates are non-commissionable

Additional Enhancements Costs (Per Issue)

- \$275 4/Color logo
- \$200 B/W logo
- \$100 Premium position of first ad in state or category
- \$50 Boxed or shaded ad

Discount Programs

Print & Online Combination Discount: Run your ad in print in **Psychiatric News** and online at **APA JobCentral** and receive 10% off **both** purchases!

Color Rates

4-color.....\$2,145 plus earned b/w rate



Classified Deadlines	
2020 Issue	PN Classified
January 3	December 20
January 17	January 3
February 7	January 24
February 21	February 7
March 6	February 21
March 20	March 6
April 3	March 20
April 17	April 3
May 1	April 17
May 15	May 1
June 5	May 22
June 19	June 5
July 3	June 19
July 17	July 3
August 7	July 24
August 21	August 7
September 4	August 21
September 18	September 4
October 2	September 18
October 16	October 2
November 6	October 23
November 20	November 6
December 4	November 20
December 18	December 4

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.

Special Issues

APA Annual Meeting

CME Course Issue (1/17)

Preliminary Program Issue (1/21)

Post-convention Issues (5/22 & 6/5)

Bonus Distribution

APA Annual Meeting,

Philadelphia, PA • April 25-29 (4/17 Issue)

U.S. Psych Congress

Nashville, TN • September 10-13 (9/4 Issue)

American Academy of Child & Adolescent Psychiatry

San Francisco, CA • October 19-24 (10/16 Issue)

Display Advertising

Increase your impact by investing in a 1/4 page display ad in any of the APA's premier publications:

***Psychiatric News*, *The American Journal of Psychiatry*, or *Psychiatric Services*.** Use the expanded space for attention-grabbing headlines or to showcase logos or photos. Larger sizes are available; ask for details.

Discount Programs

- Display ads placed in all APA publications combine for frequency discount
- Run your ad in print and online at **APA JobCentral** and receive 10% off both purchases

Psychiatric News

Mailed on the first and third Fridays of each month, *Psychiatric News* is the primary and most trusted source of information for APA members, other physicians and mental health professionals, and the public about developments in the field of psychiatry.



Ad Sizes:

1/4 Page One-Column Vertical:
2.1875" wide x 12.75" high

1/4 Page: 4.5" wide x 6.25" high

1/4 Page B/W Rates:

1x \$2,450

6x \$2,170

12x \$2,030

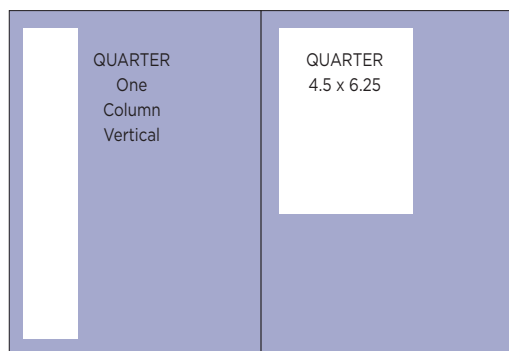
Additional Charges:

4/Color: \$2,145

Typesetting: \$75

Display Deadlines

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





The American Journal of Psychiatry

Reach nearly 28,000 influential psychiatrists by advertising in the most widely read psychiatric journal in the world. The Journal is published monthly, and the advertising closing date is on the first of the month preceding the month of issue (i.e., December for the January issue).

1/4 Page Ad Size: 3-3/8" wide x 4-7/8" high

1/4 Page B/W Rates:

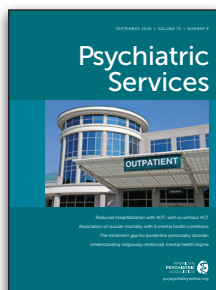
1x	\$2,080
6x	\$1,825
12x	\$1,715

Additional Charges:

4/Color:	\$2,014
Typesetting:	\$75

Display Deadlines

Issue	Space	ROB	Insert
Jan	12/3	12/6	12/13
Feb	1/2	1/6	1/13
Mar	2/3	2/7	2/14
Apr	3/2	3/6	3/13
May	4/1	4/6	4/13
June	5/4	5/8	5/15
July	6/2	6/8	6/15
Aug	7/1	7/8	7/13
Sept	8/3	8/6	8/13
Oct	9/2	9/8	9/14
Nov	10/1	10/6	10/13
Dec	11/2	11/6	11/13



Psychiatric Services

Reach a highly targeted audience of more than 600 professionals who are based in organized systems such as correctional systems, state mental health systems, and the Veterans Health Administration. The Journal is published monthly, and

the advertising closing date is on the first of the month preceding the month of issue (i.e., December for the January issue).

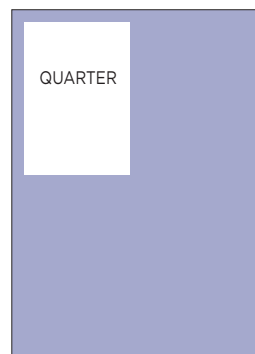
1/4 Page Ad Size: 3-3/8" wide x 4-7/8" high

1/4 Page B/W Rates:

1x	\$755
6x	\$680
12x	\$670

Additional Charges:

4/Color:	\$1,565
Typesetting:	\$75



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