

# The American Journal of Psychiatry

Official Journal of the American Psychiatric Association

[ajp.psychiatryonline.org](http://ajp.psychiatryonline.org)

*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.

## About Us

*The American Journal of Psychiatry's* latest Impact Factor of 14.119 places this journal in the top 1% of the more than 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 2019 and the three articles named by the Brain and Behavior Foundation in its list of the top 10 advancements and breakthroughs of 2019 (no other journal had more than one). 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.

**Circulation:** 27,945

## 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.....\$2,080.00 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

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

*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. Consult advertising policy at [www.appi.org/advertising](http://www.appi.org/advertising).*



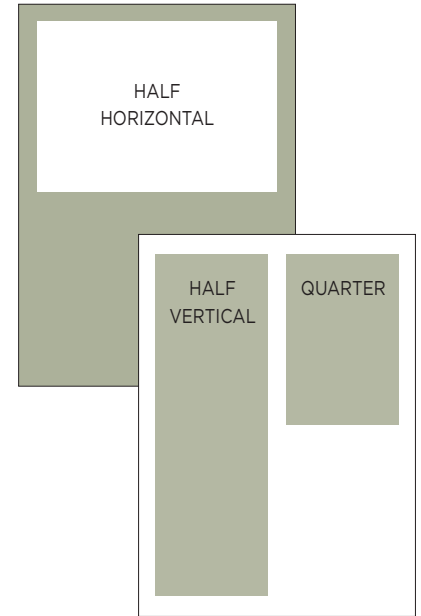
Editor-in-Chief: Ned H. Kalin, M.D. • Executive Editor: Michael D. Roy • Publisher: John McDuffie  
 Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

**Rates**

**Black and White Rates**

Advertising rates are effective January 1, 2021, and subject to change upon notification by the publisher.

	1x	6x	12x	24x	36x	48x	60x
<b>Page</b>	\$5,440	\$5,335	\$5,285	\$5,265	\$5,215	\$5,125	\$5,005
1/2	\$3,990	\$3,770	\$3,735	\$3,505	\$3,495	\$3,485	\$3,470
1/4	\$2,100	\$1,845	\$1,735	\$1,715	\$1,705	\$1,695	\$1,685
	72x	96x	120x	144x	192x	240x	
<b>Page</b>	\$4,875	\$4,740	\$4,670	\$4,590	\$4,520	\$4,455	
1/2	\$3,465	\$3,455	\$3,320	\$3,290	\$3,245	\$3,205	
1/4	\$1,675	\$1,665	\$1,590	\$1,570	\$1,560	\$1,550	



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

**Bonus Distribution**

**APA Annual Meeting,**  
May 2021 • Virtual Event (May Issue)

**U.S. Psych Congress**  
October 29-November 1 • San Antonio, TX (November Issue)

**American Academy of Child & Adolescent Psychiatry**  
Oct 25-30 • Atlanta, GA (October Issue)

**Material Ad Sizes**

1/4 page	3.375" w x 4.875" h
1/2 page horizontal	7" w x 4.875" h
1/2 page vertical	3.375" w x 10" h
Full page (non-bleed)	7" w x 10" h
Full page (bleed)	8.375" w x 11.125" h
Bleed page spread	16.5" w x 11.125" h
Trim size	8.125" w x 10.875" 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 below. Material will be held for one year and then destroyed.

**Design Services**

We can design your ad in a PDF format for a non-commissionable 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).

*\*See page 19 for split-run specifications.*

***\*List match production fee of \$1,000***

**Inserts Approval**

Inserts must be approved prior to printing. Contact:  
 Susan Tagliaferro  
 Pharmaceutical Media, Inc.  
 4 South Orange Avenue, #504  
 South Orange, NJ 07079  
 212.904.0378; [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

**Insert Sizes: Perfect Bound**

2-page inserts . . . . . 8.375" w x 11.125" h  
 4-page inserts . . . . . folded to 8.375" w x 11.125" h  
 Trim size . . . . . 8.125" w x 10.875" 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).

**Quantity:** 30,800

**Acceptable Stock Weight**

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



**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.

**Ship Inserts To:**

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

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. 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.