



Psychiatric News

Newspaper of the American Psychiatric Association

psychnews.psychiatryonline.org

psychnews.org/update | alert.psychnews.org

About Us

Psychiatric News, the print and electronic news service of the American Psychiatric Association, provides timely and authoritative information for APA members, other physicians and mental health professionals, and the public about developments in the field of psychiatry that impact clinical care and professional practice.

It accomplishes these goals by providing important clinical and research news across the field of psychiatry and the biobehavioral sciences; providing information about mental health issues with a particular focus on news that affects the profession of psychiatry and the delivery of quality care to patients; providing information on APA's policies, programs, and actions across the spectrum of APA's activities including areas such as advocacy, education, ethics, minority interests, and clinical guidelines; and serving as a forum for the exchange of ideas and opinions among members, thus assisting in creating a sense of community.

The print edition is published on a monthly basis. The *Psychiatric News* website contains articles that appear in the print edition but are posted on a breaking-news basis; the website also includes exclusive online-only content. The *Psychiatric News Alert* covers breaking clinical and research news each day, and the *Psychiatric News Update* provides information on APA services, programs, and initiatives, as well as links to APA Publishing clinical and research articles, and is emailed once a week to all APA members.

Circulation: 27,964

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 page rate and an additional non-commissionable tip-in charge of \$1,500. 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 positionadd 15% of earned b/w rate

Color Rates

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

Agency Commission

15% commission. Production charges are noncommissionable. 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.

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.



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

Editor-in-Chief: Jeffrey Borenstein, M.D. • *Executive Editor:* Catherine Brown • *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
Page	\$9,120	\$8,965	\$8,415	\$8,015	\$7,880	\$7,650	\$7,640
3/4	\$8,335	\$7,740	\$7,425	\$7,235	\$7,120	\$6,915	\$6,895
1/2 isl	\$6,020	\$5,710	\$5,150	\$5,035	\$4,770	\$4,465	\$4,360
1/2	\$4,915	\$4,610	\$4,430	\$4,285	\$4,260	\$4,240	\$4,130
1/4	\$2,450	\$2,170	\$2,030	\$2,005	\$1,965	\$1,925	\$1,900
	72x	96x	120x	144x	192x	240x	
Page	\$7,475	\$7,440	\$7,190	\$7,175	\$7,150	\$6,705	
3/4	\$6,870	\$6,845	\$6,825	\$6,825	\$6,675	\$6,630	
1/2 isl	\$4,330	\$4,230	\$4,180	\$4,140	\$4,100	\$3,975	
1/2	\$4,120	\$4,100	\$3,990	\$3,935	\$3,920	\$3,900	
1/4	\$1,880	\$1,860	\$1,850	\$1,845	\$1,840	\$1,835	



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 (January Issue)
- Preliminary Program Issue (March Issue)
- Post-convention Issues (June and July issues)

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)

Issue	Space	ROB	Insert
Jan	12/1	12/8	12/16
Feb	1/4	1/8	1/15
Mar	2/1	2/5	2/12
Apr	2/24	3/3	3/10
May	4/1	4/7	4/14
June	4/22	4/27	5/4
July	5/20	5/26	6/2
Aug	6/23	6/30	7/7
Sept	7/22	7/28	8/4
Oct	9/1	9/8	9/13
Nov	9/23	9/29	10/6
Dec	10/27	11/3	11/10

Material Ad Sizes	
1/4 page	4.5"w x 6.25"h (H) or 2.1875"w x 12.75"h (V)
1/2 page	9.25"w x 6.25"h (H) or 4.5"w x 12.75"h (V)
1/2 page island	6.625"w x 10"h
1/2 page island spread	14.75"w x 10"h
3/4 page	9.25"w x 9.75"h (H) or 6.9"w x 12.75"h (V)
King page non-bleed	9.25"w x 12.75"h
King bleed	10.75"w x 14"h
Trim size	10.4375"w x 13.75"h

Keep essential elements 1/2" from trim edges.

Print Requirements

PN 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 ewood@pminy.com.

Insert Approval

Inserts must be approved prior to printing. Contact:

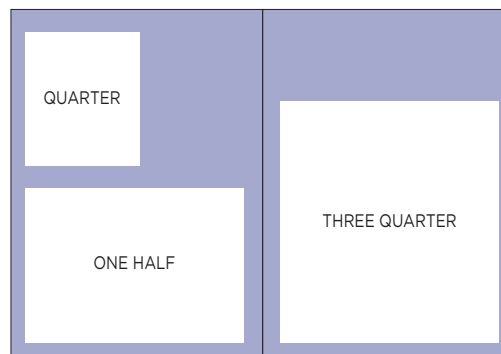
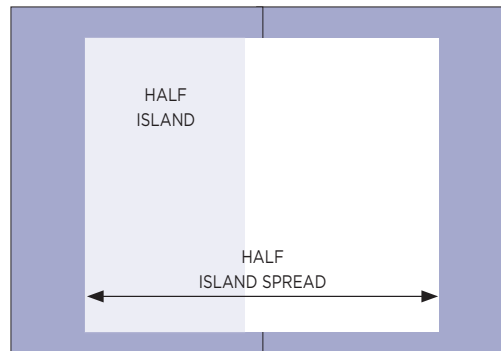
Susan Tagliaferro
 Pharmaceutical Media, Inc.
 4 South Orange Avenue, #504
 South Orange, NJ 07079
 212.904.0378; stagliaferro@pminy.com

Insert Sizes: Saddle Stitch Bound

A-size 8.375" w x 11.125" h
 King 10.75" w x 14" h

Full page: include additional 1/8" (.125") for head, foot, and side 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: 50-80 lb. book
 4 pages or more: 50-70 lb. book

Quantity: 30,800

Shipping Instructions

Each pallet or carton must be clearly labeled with publication name, insert name, issue date, insert quantity, total number of pallets (e.g., 1 of 2, 2 of 2, etc.), and account manager's name. A packing slip must accompany each shipment and a sample insert affixed to pallet sides. Prior to shipping inserts, notify Susan Tagliaferro at 212.904.0378 or stagliaferro@pminy.com of quantity shipped, shipping vendor, and arrival date.

Ship Inserts To:

Psychiatric News
 Attn: Caroline Lawrence
 Cenveo
 3575 Hempland Road
 Lancaster, PA 17601
 717.285.9095

*See page 19 for split-run specifications

*List match production fee of \$1,000