

Psychiatric Services

A Journal of the American Psychiatric Association

ps.psychiatryonline.org

About Us

Each month, *Psychiatric Services (PS)* 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 at over 350 community mental health centers, rehabilitation programs, state, veterans and private hospitals, correctional facilities and other agencies. Individual circulation is 275.

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 positionadd 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

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

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. Consult advertising policy at www.appi.org/advertising.



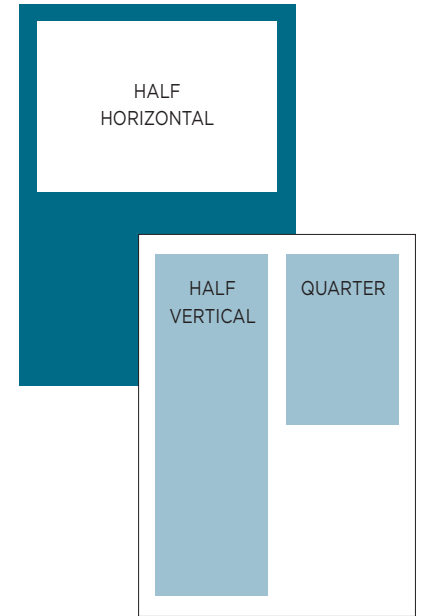
Editor: Lisa B. Dixon, M.D., M.P.H. • Managing Editor: Demarie Jackson • Publisher: John McDuffie
 Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

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	\$2,415	\$2,350	\$2,295	\$2,250	\$2,210	\$2,170	\$2,085
1/2	\$1,445	\$1,360	\$1,325	\$1,300	\$1,270	\$1,255	\$1,235
1/4	\$755	\$680	\$670	\$660	\$645	\$630	\$620
	72x	96x	120x	144x	192x	240x	
Page	\$2,010	\$1,955	\$1,930	\$1,910	\$1,885	\$1,865	
1/2	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	
1/4	\$600	\$600	\$600	\$600	\$600	\$600	



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

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 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.

**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

Insert Sizes: Perfect Bound

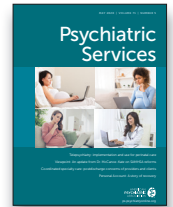
2-page inserts 8.375”w x 11.125”h
 4-page inserts folded to 8.375”w x 11.125”h
 Trim size 8.125”w x 10.875”h

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.

Quantity: 300

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:

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

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.