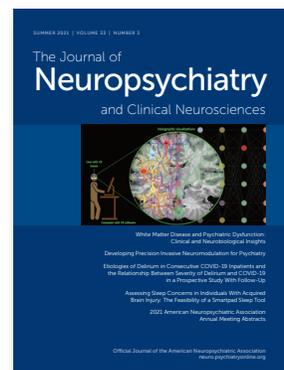
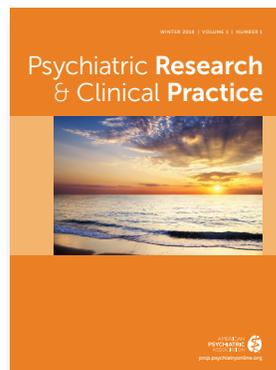
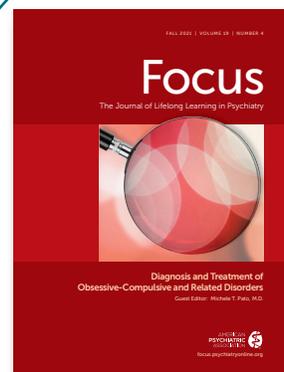
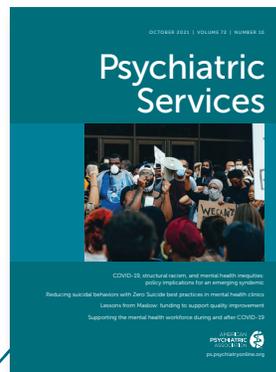
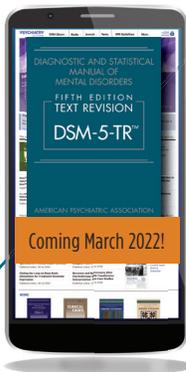


# 2022 Media Kit

## American Psychiatric Association Publishing Digital and Print Advertising Opportunities



AMERICAN  
PSYCHIATRIC  
ASSOCIATION  
PUBLISHING



**Advertising Sales Office**

Pharmaceutical Media Inc.  
4 South Orange Avenue  
#504  
South Orange, NJ 07079  
**P:** 212.685.5010  
**E:** [www.pminy.com](http://www.pminy.com)

**Pharmaceutical**

**Jill Redlund**  
**P:** 908.313.7264  
**E:** [jredlund@pminy.com](mailto:jredlund@pminy.com)

**Nonpharmaceutical Products and Services**

**Eamon Wood**  
**P:** 212.904.0363  
**E:** [ewood@pminy.com](mailto:ewood@pminy.com)

**Insertion Orders and Materials**

**Susan Tagliaferro**  
**P:** 212.904.0378  
**E:** [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)



# Psychiatric News

Newspaper of the American Psychiatric Association

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

[psychnews.org/update](http://psychnews.org/update) | [alert.psychnews.org](http://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:** 26,250

### Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet on page 17.

### 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 position .....add 15% of earned b/w rate

### Color Rates

4-color.....\$2,170 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. Consult advertising policy at [www.appi.org/advertising](http://www.appi.org/advertising).*



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, 2022, and subject to change upon notification by the publisher.

	1x	6x	12x	24x	36x	48x	60x
<b>Page</b>	\$9,305	\$9,145	\$8,585	\$8,175	\$8,040	\$7,805	\$7,795
<b>3/4</b>	\$8,505	\$7,895	\$7,575	\$7,380	\$7,265	\$7,055	\$7,035
<b>1/2 Isl</b>	\$6,145	\$5,825	\$5,255	\$5,140	\$4,870	\$4,555	\$4,450
<b>1/2</b>	\$5,015	\$4,705	\$4,520	\$4,375	\$4,350	\$4,325	\$4,215
<b>1/4</b>	\$2,500	\$2,215	\$2,070	\$2,045	\$2,005	\$1,965	\$1,940
	72x	96x	120x	144x	192x	240x	
<b>Page</b>	\$7,625	\$7,590	\$7,335	\$7,320	\$7,295	\$6,840	
<b>3/4</b>	\$7,010	\$6,985	\$6,965	\$6,970	\$6,810	\$6,765	
<b>1/2 Isl</b>	\$4,420	\$4,315	\$4,265	\$4,225	\$4,185	\$4,055	
<b>1/2</b>	\$4,205	\$4,185	\$4,070	\$4,015	\$4,000	\$3,980	
<b>1/4</b>	\$1,920	\$1,895	\$1,885	\$1,880	\$1,875	\$1,870	



## 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

- Preliminary Program Issue (March)
- CME Course Issue (April)
- Post-convention Issues (July and August)

## Bonus Distribution

- APA Annual Meeting, May 21-25 • New Orleans, LA (May Issue)
- Post-convention Issues (July and August)

### Psych Congress

September 17-20 • New Orleans, LA (September Issue)

### American Academy of Child & Adolescent Psychiatry

Oct 17-22 • Toronto, Ontario, Canada (October Issue)

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



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

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](http://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](mailto:ewood@pminy.com).

**Insert Approval**

Inserts must be approved prior to printing. Contact:

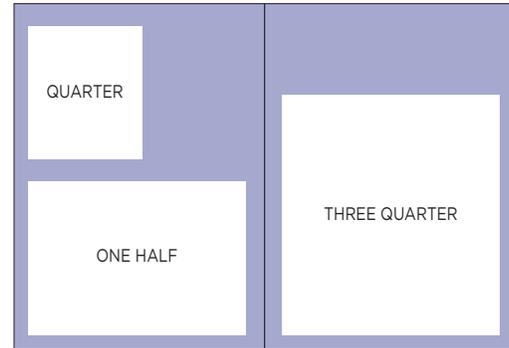
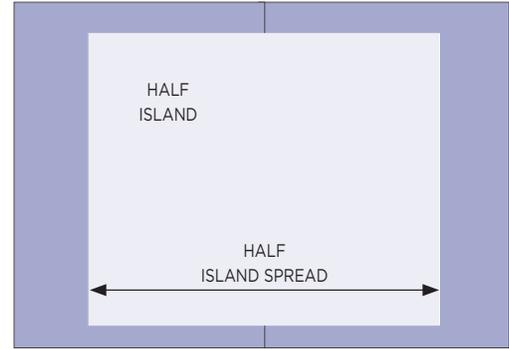
Susan Tagliaferro  
 Pharmaceutical Media, Inc.  
 4 South Orange Avenue, #504  
 South Orange, NJ 07079  
 212.904.0378; [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

**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](mailto:stagliaferro@pminy.com).



**Acceptable Stock Weight**

2 page insert: 50-80 lb. book  
 4 pages or more: 50-70 lb. book

**Quantity:** 28,875

**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](mailto:stagliaferro@pminy.com) of quantity shipped, shipping vendor, and arrival date.

**Ship Inserts to**

*Psychiatric News*  
 Attn: Megan Hlodash  
 CTM Intellicor Communications  
 Lancaster-West  
 3575 Hempland Road  
 Lancaster, PA 17601  
 717.285.6803

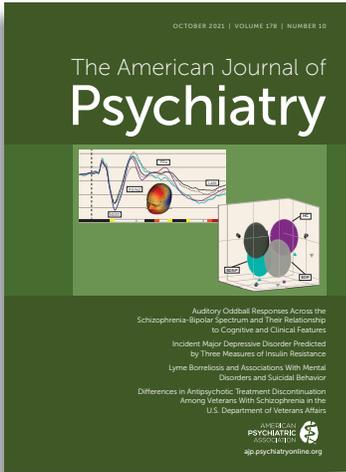
*\*See page 18 for split-run specifications*

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



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



# 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 18.112 places this journal in the top 1% of the more than 20,932 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 three articles named by the Brain and Behavior Foundation in its list of the top 10 advancements and breakthroughs of 2020 (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:** 27,000

## Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet on page 17.

## 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.....\$2,100 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).*



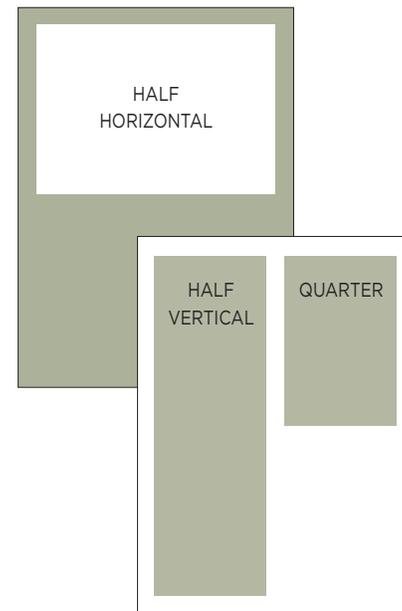
Editor-in-Chief: Ned H. Kalin, M.D. • Executive Editor: Michael D. Roy • Publisher: John McDuffie  
 Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

**Rates**

**Black and White Rates**

Advertising rates are effective January 1, 2022, and subject to change upon notification by the publisher.

	1x	6x	12x	24x	36x	48x	60x
<b>Page</b>	\$5,550	\$5,445	\$5,390	\$5,370	\$5,320	\$5,230	\$5,105
1/2	\$4,070	\$3,845	\$3,810	\$3,575	\$3,565	\$3,555	\$3,540
1/4	\$2,140	\$1,880	\$1,770	\$1,750	\$1,740	\$1,730	\$1,720
	72x	96x	120x	144x	192x	240x	
<b>Page</b>	\$4,975	\$4,835	\$4,765	\$4,685	\$4,610	\$4,545	
1/2	\$3,535	\$3,525	\$3,385	\$3,355	\$3,310	\$3,270	
1/4	\$1,710	\$1,700	\$1,620	\$1,600	\$1,590	\$1,580	



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

**Bonus Distribution**

- APA Annual Meeting,** May 21-25 • New Orleans, LA (May Issue)
- Psych Congress** September 17-20 • New Orleans, LA (September Issue)
- American Academy of Child & Adolescent Psychiatry** Oct 17-22 • Toronto, Ontario, Canada (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 18 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:** 29,700

**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.

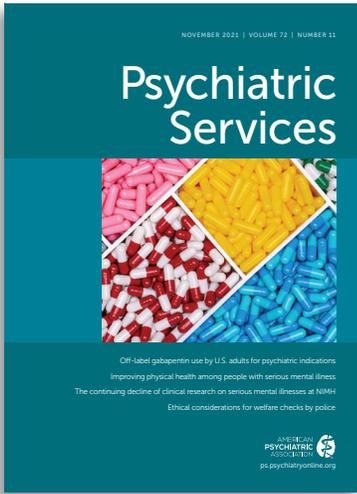
**Ship Inserts to**

*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.



*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



# Psychiatric Services

A Journal of the American Psychiatric Association

[ps.psychiatryonline.org](http://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 a highly targeted audience of more than 225 mental health professionals who are based in organized systems such as community mental health centers, rehabilitation programs, veterans and private hospitals and correctional facilities.

## Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet on page 17.

## 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..... \$1,580 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](http://www.appi.org/advertising).*



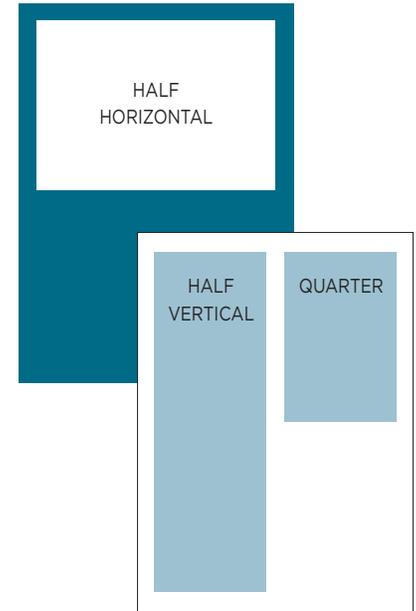
Editor: Lisa B. Dixon, M.D., M.P.H. • Managing Editor: Demarie Jackson • Publisher: John McDuffie  
 Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

**Rates**

**Black and White Rates**

Advertising rates are effective January 1, 2022, and subject to change upon notification by the publisher.

	1x	6x	12x	24x	36x	48x	60x
<b>Page</b>	\$2,465	\$2,395	\$2,340	\$2,295	\$2,255	\$2,215	\$2,125
1/2	\$1,475	\$1,390	\$1,355	\$1,325	\$1,295	\$1,280	\$1,260
1/4	\$ 770	\$ 695	\$ 685	\$ 675	\$ 660	\$ 645	\$ 635
	72x	96x	120x	144x	192x	240x	
<b>Page</b>	\$2,050	\$1,995	\$1,970	\$1,950	\$1,925	\$1,905	
1/2	\$1,230	\$1,230	\$1,230	\$1,230	\$1,230	\$1,230	
1/4	\$ 615	\$ 615	\$ 615	\$ 615	\$615	\$ 615	



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

**Bonus Distribution**

- APA Annual Meeting,**  
May 21-25 • New Orleans, LA (May Issue)
- Psych Congress**  
September 17-20 • New Orleans, LA (September Issue)
- American Academy of Child & Adolescent Psychiatry**  
Oct 17-22 • Toronto, Ontario, Canada (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.	



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

**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](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 18 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**

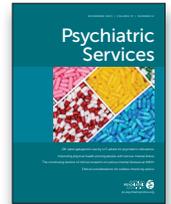
2-page inserts . . . . . 8.375”w x 11.125”h  
 4-page inserts . . . . . folded to 8.375”w x 11.125”h  
 Trim size . . . . . 8.125”w x 10.875”h

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:** 275

**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.

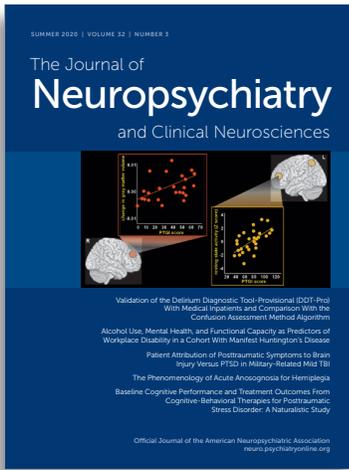
**Ship Inserts to**

*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.



*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



# The Journal of Neuropsychiatry and Clinical Neurosciences



Official Journal of the American Neuropsychiatric Association

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

## About Us

As the official Journal of the American Neuropsychiatric Association (ANPA), the premier national organization of clinicians and investigators in the interdisciplinary areas of neuropsychiatry, behavioral neurology, neuropsychology, and the cognitive neurosciences, *The Journal of Neuropsychiatry and Clinical Neurosciences* (JNCN) is dedicated to publishing the work of renowned researchers, clinicians, and educators to advance the care of patients. JNCN publishes peer-reviewed articles addressing critical subjects such as Alzheimer's disease, traumatic brain injury, Parkinson's disease, epilepsy, and seizure disorders, and is devoted to reporting discoveries in clinical neuroscience that are relevant to understanding the brain-based disorders of patients. The journal features original articles, concisely written clinical and research reports, perspectives on emerging trends in the field, and classic pieces from the field's rich history. New sections have recently been introduced that highlight treatment, education, global perspectives, and icons in neuropsychiatry.

## Total Circulation:

Individual print circulation is 500 which, in addition to all members of the ANPA, includes other psychiatrists and affiliated professionals.

## Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet on page 17.

## 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..... \$1,270 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.

*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).*



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

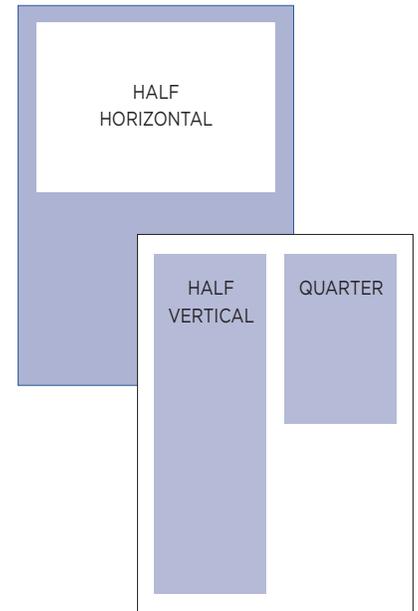
Editor: David B. Arciniegas, M.D. • Editorial Director: Michael D. Roy • Publisher: John McDuffie  
 Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

**Rates**

**Black and White Rates**

Advertising rates are effective January 1, 2022, and subject to change upon notification by the publisher.

	1x	6x	12x	24x	36x
<b>Page</b>	\$985	\$880	\$830	\$800	\$740
1/2	\$725	\$630	\$570	\$550	\$520
1/4	\$595	\$505	\$460	\$425	\$390
<b>48x 60x 72x 96X</b>					
<b>Page</b>	\$715	\$690	\$670	\$650	
1/2	\$490	\$460	\$450	\$435	
1/4	\$370	\$350	\$350	\$350	



**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
Winter	12/1	12/6	12/10
Spring	3/1	3/8	3/15
Summer	6/1	6/8	6/15
Fall	9/1	9/8	9/15

**Bonus Distribution**

- APA Annual Meeting,**  
May 21-25 • New Orleans, LA (May Issue)
- Psych Congress**  
September 17-20 • New Orleans, LA (September Issue)
- American Academy of Child & Adolescent Psychiatry**  
Oct 17-22 • Toronto, Ontario, Canada (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**

JNCN 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 18 for split-run specifications.*

**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**

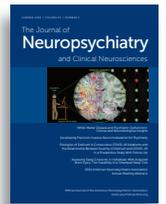
2-page inserts . . . . . 8.375”w x 11.125”h  
4-page inserts . . . . . folded to 8.375”w x 11.125”h  
Trim size . . . . . 8.125”w x 10.875”h

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:** Confer with your advertising representative for current circulation

**Acceptable Stock Weight**

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



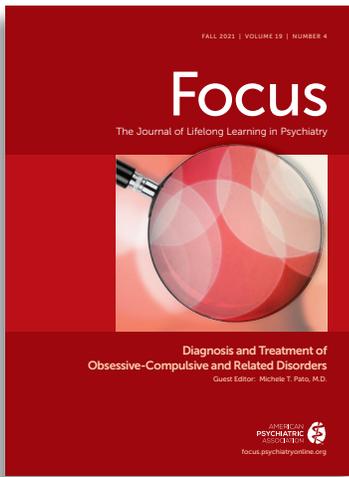
**Insert Shipping Requirements**

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**

*Journal of Neuropsychiatry and the Clinical Neurosciences*  
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.



## Focus

The Journal of Lifelong Learning in Psychiatry

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

### About Us

*FOCUS* offers clinical reviews and original research for practicing psychiatrists to keep abreast of significant advances in the field. Developed as part of APA's "Lifelong Learning in Psychiatry" series—educational initiatives to meet the changing needs of psychiatrists for the 21st century—*FOCUS* has as its goal the dissemination of up-to-date information while facilitating lifelong study skills and critical self-assessment for improving patient care and preparation for maintenance of certification.

Each year, this quarterly publication addresses four core areas in psychiatry. Each issue is designed as a personal study resource with particular attention to clinical practice. This section in each issue is overseen by a Guest Editor expert in that area, and this thought leader works with fellow experts and advisors to deliver content that keeps readers abreast of the field through:

- New articles that provide a briefing on new developments and review the current state of practice;
- Features designed to improve the ability to evaluate, diagnose, and manage clinical problems; communicate with patients; and handle ethical dilemmas; and
- Curation of the publications that have shaped the thinking in the field.

Because the practice of psychiatry extends far beyond these core areas, *Focus* offers additional features that help today's practitioner stay current and compliant, fill the evidence gap between regulatory trial results and clinic treatment management, and provide an annual review of the clinical landscape.

### Total Circulation:

*FOCUS* serves a market of psychiatrists and affiliated professionals. Circulation is 1,245 as of Fall 2021.

### Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet enclosed in this media kit.

### 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  
Preferred position ..... add 15% of earned b/w rate

### Color Rates

4-color..... \$1,270 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.

*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).*

***FOCUS only accepts non-pharmaceutical advertising for recruitment, books, meetings, and conferences.***

AMERICAN  
PSYCHIATRIC  
ASSOCIATION  
PUBLISHING  
[www.appi.org](http://www.appi.org)



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

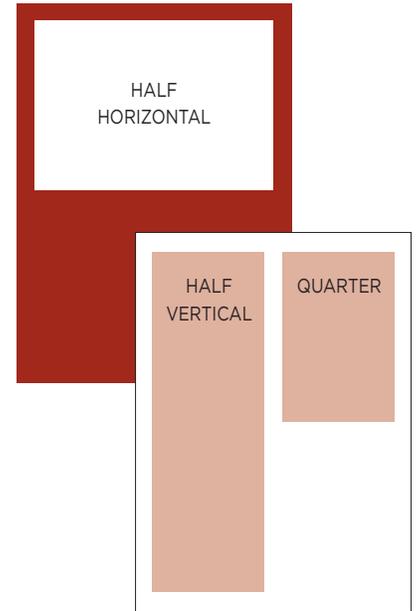
Editor: Mark Hyman Rapaport, M.D. • Editorial Director: Michael D. Roy • Publisher: John McDuffie  
Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

**Rates**

**Black and White Rates**

Advertising rates are effective January 1, 2022, and subject to change upon notification by the publisher.

	1x	6x	12x	24x	36x
<b>Page</b>	\$1,045	\$920	\$860	\$780	\$760
<b>1/2</b>	\$760	\$635	\$575	\$530	\$505
<b>1/4</b>	\$640	\$510	\$450	\$420	\$400
	48x	60x	72x	96x	
<b>Page</b>	\$740	\$720	\$695	\$675	
<b>1/2</b>	\$480	\$460	\$440	\$425	
<b>1/4</b>	\$385	\$370	\$350	\$350	



**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.

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**Print Requirements**

FOCUS 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.

**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).

**Material Ad Sizes**

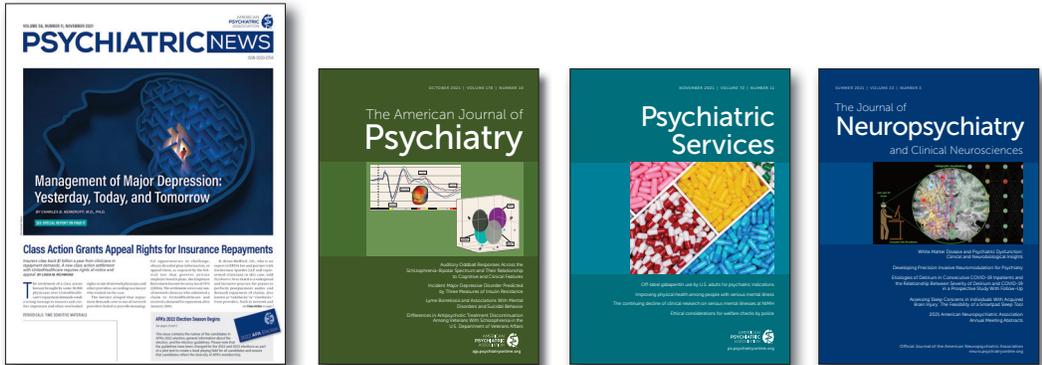
1/4 page	3.375"w x 4.875"h
1/2 page horizontal	7"w x 4.875"h
1/2 page vertical	3.375"w x 10"h
Full page	7"w x 10"h
Bleed page	8.375"w x 11.125"h
Bleed page spread	16.5"w x 11.125"h
Trim size	8.125"w x 10.875"h
Keep essential elements 1/2" from trim edges.	



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

Editor: Mark Hyman Rapaport, M.D. • Editorial Director: Michael D. Roy • Publisher: John McDuffie  
Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

# Monthly Combination Discount Options



All ad insertions must be the same size and run in the same month.

## Combination Discount Options

### Combination Discount

- *Psychiatric News* + *American Journal of Psychiatry* Same Month: 25% off each  
 + bonus insertion in either *Psychiatric Services* or *Journal of Neuropsychiatry and Clinical Neurosciences*

### Additional (if applicable)

- New Advertiser/Product/Formulation or Indication:
- Buy 3 - Get 1 Comp (equal or lesser value)  
 Must not have run in the past 12-months

### Recruitment Combo

- Run 6 consecutive issues of *Psychiatric News* classified (line or display) receive 35% discount on ¼ page  
*American Journal of Psychiatry* insertions in same months.

*Split-run insertions do not qualify for combination or new discounts.  
 Split-run insertions do count towards earned frequency.*

# Split-Run Specifications



## Split-Run Specifications

- Inserts and run-of-book (ROB) split run advertising units are accepted.
- Limited number of split-runs are available in each issue and will be sold on a first to contract basis
- 8 page max for all ROB split-runs
- All split-run pages must be same size (ie. King or Island)
- Both geographic and demographic split-runs are available
- If APA is matching data, the supplied data must include NPI number.
- The APA reserves right to circulate any targeted advertisement to an audience greater than matched total, unless otherwise noted on insertion order (ROB splits).

## Inserts Split-Run Rates

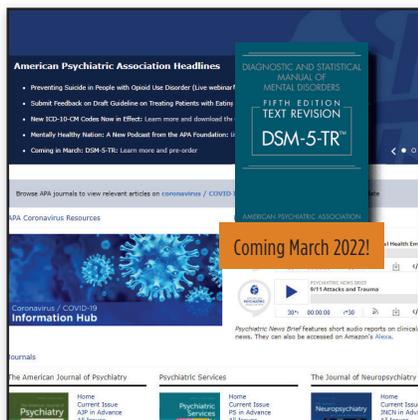
- If reaching <25% of the total circulation the rate is 50% of the full-run cost.
- If reaching 26-50% of the total circulation the rate is 60% of the full-run cost.
- If reaching 51% or more the rate is 100% of the full-run cost.
- Split-run inserts incur no additional production charge.

## ROB Split-Run Rates

- If reaching <25% of the total circulation the rate is 50% of the full-run b/w cost plus four-color charges.
- If reaching 26-50% of the total circulation the rate is 60% of the full-run b/w cost plus four-color charges.
- If reaching 51% or more the rate is 100% of the full-run b/w cost plus four-color charges.
- ROB split-run inserts incur a \$500 production charge per insertion.

## Discounts

- Split-run insertions do not qualify for combination or continuity discounts.
- Split-run insertions do count towards earned frequency.



## PsychiatryOnline.org

### About PsychiatryOnline.org

PsychiatryOnline.org is a premier collection of psychiatric references including DSM-5® (DSM-5-TR coming in March 2022), *The American Journal of Psychiatry*, *Psychiatric Services*, the *Journal of Neuropsychiatry and Clinical Neurosciences*, *Psychiatric News*, *Psychiatric Research and Clinical Practice*, *The American Journal of Psychotherapy*, textbooks, and practice guidelines.

PsychiatryOnline.org is an indispensable resource for psychiatrists, clinicians, and other mental health professionals who need to stay on the cutting edge of psychiatric research, diagnosis, treatment, and news. With over 1 million page views per month, PsychiatryOnline.org offers the ideal placement for your product, service, CME, or job opportunity.

- The American Journal of Psychiatry**  
 Official Journal of the American Psychiatric Association
- Psychiatric News**  
 Official news service of the American Psychiatric Association
- Psychiatric Services**  
 APA's leading journal on mental health services
- Journal of Neuropsychiatry and Clinical Neurosciences**  
 Official Journal of the American Neuropsychiatric Association
- Psychiatric Research and Clinical Practice**  
 An Open-Access Journal from the American Psychiatric Association
- The American Journal of Psychotherapy**  
 A Journal of the American Psychiatric Association

### Online Advertising

Online advertising options on PsychiatryOnline.org include standard IAB ad sizes positioned on current and archived journal home, table of contents, abstract, article, topic, and search results pages.

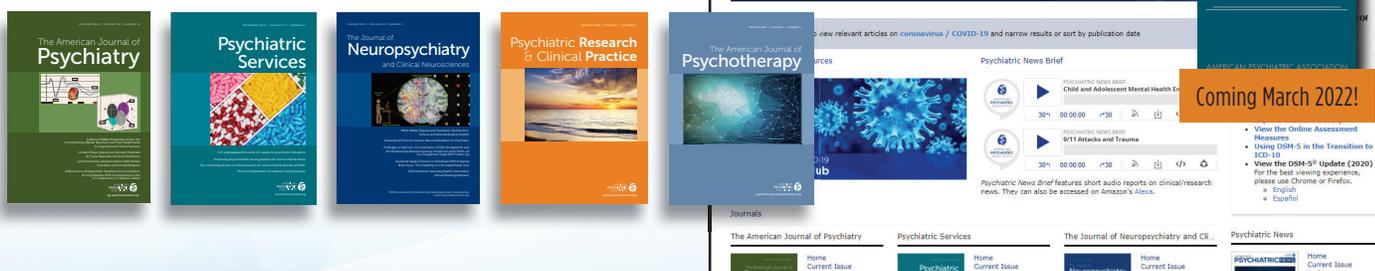
### Online Ad Sizes

Ad units are IAB standard sizes.

- ROS
- Leaderboard (728 x 90)
- Rectangle (300 x 250)
- Interstitial (300 x 250)  
(300 x 600)  
(640 x 480)

### Online Ad Rates

Run of Site	\$85.00 CPM
Run of Journal	\$95.00 CPM
Contextual	\$125.00 CPM
DSM-5	\$130.00 CPM
Interstitial	\$200.00 CPM



## PSYCHIATRYonline

PsychiatryOnline.org is published by APA Publishing, the world's leading publisher of journals, books and other media related to psychiatry and mental health.

EMAIL OPPORTUNITIES

Property	Frequency	Deployments/Month	Ad Positions	Cost
Psychiatric News Alert (PN daily email on important study in psychiatry)	Each Weekday (Mon-Fri)	20 to 22 Each Month	728x90 (Top) 120/160x600 (Right Side)	\$6,500 net per Month
Psychiatric News Update (PN eNewsletter)	Each Wednesday	4 to 5 Each Month	300x250 (First Position) 300x250 (Second Position)	\$4,500 net per Month
APA Journal Alerts	Various Dates Each Month	12 to 20 Each Month	728x90 (Top) 300x250 (Right Side)	\$4,500 net per Month

CREATIVE MATERIALS

All creative materials must be submitted seven days prior to start date of campaign. Signed contracts and cancellations must be received in writing two weeks before campaign start date. Ad positions are available on a first come, first serve basis.

ONLINE ADVERTISING POLICY

Ads require editorial approval. Refer to our complete Advertising Policy at [www.appi.org/advertising](http://www.appi.org/advertising). Advertising agency and advertiser are equally responsible for payment of advertising. Payment terms net 30 with established credit. Prior to placement, credit approval must be complete or prepayment will be required.

**Human Trafficking**  
A Treatment Guide for Mental Health Professionals  
Order @ [appi.org](http://appi.org) or call 1-800-368-5777

**PSYCHIATRIC NEWS HEADLINES**

NEW ARTICLES FROM PSYCHIATRIC NEWS ARE AVAILABLE ONLINE  
OCTOBER 13, 2021 | OCTOBER 13, 2021 | VOLUME 17, NUMBER 10

**CLINICAL & RESEARCH**

**Alzheimer's Pipeline Edges Away From Amyloid**  
Toni D'Angelo  
Repositioned drugs and biomarkers are garnering more interest.

**Type 2 Diabetes Risk in Youth Using SSRIs Appears Lower Than Previously Reported**  
Megan Tucker  
Adolescents who are overweight or obese or who have additional risk factors for type 2 diabetes should be screened with a fasting blood glucose level or a hemoglobin A1C test level before initiating an SSRI.

**Physician Well-Being**  
Order Now @ [appi.org](http://appi.org) or call 1-800-368-5777

**COMMUNITY**

**Psychiatrists Team Up With Primary Care Docs to Reach More Rural Patients**  
Kate O'Connor  
Psychiatrists at Marshall University work closely with primary care residents, empowering them to provide basic mental health care to their patients.

**Arkansas Community Showcases Disparities Facing Pacific Islanders in United States**  
Wes Zapark  
Bored by physical and mental health problems, the Marshallese in and around Springdale, Ark., have been ravaged by COVID-19.

**Distinct branches, APA work together to safeguard high-quality patient care**  
Kate O'Connor  
Concerns about patient safety are driving efforts to educate regulators and others to confront risks that would allow psychiatrists to practice without physician involvement.

**What's Your Plan to Vote?**  
Katherine G. Kennedy, M.D.  
While the media's spotlight may be on the White House's future occupant, don't overlook the critical

**Clark's Manor**  
A patient's experience with psychiatric care at Clark's Manor

**PSYCHIATRIC NEWS ALERT**

The Voice of the American Psychiatric Association and the Psychiatric Community

**Psychiatry Combined With Medication May Prevent Recurrence in Patients With Bipolar Disorder**

When combined with pharmacotherapy, individualized psychosocial interventions were associated with a lower risk of illness recurrence in patients with bipolar disorder compared with pharmacotherapy alone, a retrospective analysis in JAMA Network Open found.

"There is increasing recognition that pharmacotherapy alone cannot prevent recurrences of bipolar disorder or fully alleviate post-episode symptoms or functional impairment," wrote David J. Miklowitz, Ph.D., of the David Geffen School of Medicine at the University of California, Los Angeles, and colleagues.

Miklowitz and colleagues identified 39 randomized clinical trials involving 3,882 participants aged 12 years or older with bipolar disorder in which pharmacotherapy combined with psychosocial interventions was compared with treatment as usual (defined as pharmacotherapy with routine monitoring visits). The primary outcome was episode recurrence of any type—depressed, manic, or mixed—among participants in the first 12 months after trial final began.

"In our analysis, family therapy (cognitive-behavioral therapy), and group psychoeducation—all modalities that include patients as active participants—were associated with significantly improved outcomes compared with treatment as usual (each rated by recurrence prevention and depression subscales)," the authors wrote.

Additionally, the authors found that psychosocial interventions with guided practices or illness management (MIIs) in a family or group format were associated with reduced illness recurrence compared with the learning strategies in an individual format. Cognitive-behavioral therapy, family or group therapy, and interpersonal therapy were associated with reducing depressive symptoms compared with treatment as usual.

"What do our findings suggest about treating individuals with bipolar disorder? While the goals center on prevention of recurrences, patients should be engaged in family or group psychoeducation with guided skills training and active tasks to enhance coping skills (e.g., monitoring and managing prodromal symptoms) rather than being passive recipients of didactic education," they wrote.

"Research and colleagues' contribution may further serve as a call to action to enhance availability and uptake of these treatments to the community," wrote Thea R. Golden, Ph.D., and David W. Holtzman, M.D., Ph.D., of the University of Pittsburgh School of Medicine in an accompanying editorial. "Unfortunately, data suggest substantial under-use of psychosocial treatment (20%–50%) compared with medication management (60%–90%) among adults with [bipolar disorder]."

For related information, see the Psychiatric News article "Antipsychotics Increasingly Prescribed for Bipolar Disorder."

For previous news alerts, click here.

More Recent Articles

**PSYCHIATRIC NEWS UPDATE**

SEPTEMBER 30, 2020 | VIEW ONLINE | PSYCHIATRIC NEWS

**Successful APA Advocacy Ensures Veteran Patient Safety Regarding MH Care**

After significant APA advocacy, the House Veterans' Affairs Committee recently removed a proposal to implement a pilot program allowing clinical psychologists to prescribe and manage medications for veterans who seek care in the Veterans Health Administration.

READ MORE

**Order Now @ [appi.org](http://appi.org) or call 1-800-368-5777**

**LEARNING SUPPORTIVE PSYCHOTHERAPY**  
AN ILLUSTRATED GUIDE

**CLINICAL CORNER**

**Serious Mental Illness on Rise Among Residents of Assisted-Living Communities**

The prevalence of serious mental illness among people who live in assisted-living communities is rising faster than in the community at large, a new study suggests.

READ MORE

**Women With First-Episode Psychosis Not Getting Targeted Care They Need**

Don't miss out! Learn when Psychiatric News posts new articles by signing up here.

**GENERAL NEWS**

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**Physician Well-Being**  
Cases and Solutions  
Order @ [appi.org](http://appi.org) or call 1-800-368-5777

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A new issue of The American Journal of Psychiatry is available online  
OCTOBER 2020, Volume 177, Number 10

**EDITOR'S NOTE**

**Insights Into Suicide and Depression**  
Neil H. Kahn, M.D.

**EDITORIALS**

**Predicting Suicide**  
David Goldman, M.D.

**Using Genetics to Increase Specificity of Outcome Prediction in Psychiatric Disorders: Prospects for Progression**  
Peter A. Holmans, Ph.D.

**ARTICLES**

**Genome-Wide Association Study of Suicide Death and Polygenic Prediction of Clinical Antidepressant Response**  
Anna R. Docherty, Ph.D., et al.  
The first comprehensive genome-wide association study of suicide death, using genetic data from more than 3,000 individuals who had died by suicide and more than 10,000 comparisons, identified multiple genome-wide significant loci and genes. Polygenic score prediction of suicide death case-control status was also demonstrated.

**The Sources of Parent-Child Transmission of Risk for Suicide Attempt and Deaths by Suicide in Swedish National Registers**  
Kerstin S. Knorrer, M.D., et al.  
Examination of cross-generational transmission of suicide attempts and suicide deaths in a large sample taken from a national registry showed that the strong transmission of suicide attempts from parents to their children arose mainly from genetic and family effects. For the more transmission of suicide deaths across generations, genetic effects are likely more important than rearing effects. Despite the substantial genetic connection between suicide attempts and suicide deaths, they do not reflect identical degrees of severity on the same continuum of liability.

**Low-Dose Testosterone Augmentation for Antidepressant-Resistant Major Depressive Disorder in Women: An Active Randomized Placebo-Controlled Study**  
Laura E. Doherty, M.D., et al.  
(OPEN)

Low-dose testosterone has been shown to improve mood, fatigue, and sexual function in small studies of women not formally diagnosed with depression. The authors administered low-dose testosterone or placebo to women with depression that was resistant to traditional antidepressant therapy. Both the testosterone and placebo groups reported improvements in mood, fatigue, sexual function, with no differences between the groups. The authors conclude that testosterone cannot be recommended for antidepressant-resistant major depressive disorder based on the results of this study, and that additional studies may still be warranted given the large placebo effect observed.

**Identification of a Signaling Mechanism by Which the Microbiome Regulates Th17 Cell-Mediated Suppressive-like Behaviors in Mice**  
Dora M. Morán-Rodríguez, Ph.D., et al.  
A novel cross-talk uncovered between bacteria, their production of spore-forming metabolites, and the host immune response to promote depressive-like behaviors. Thus, the bacteria-triggered bacterial metabolites provide depressive-like behaviors by enhancing the production of a subpopulation of Th17 cells (Th17 only) by the host. Once activated, Th17 cells regulate the brain to promote depressive-like behaviors.

**RESIDENTS**

