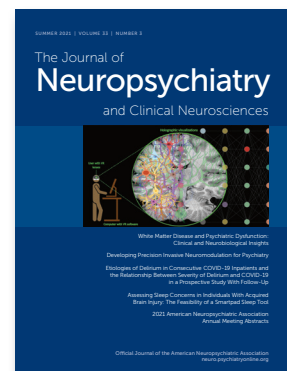
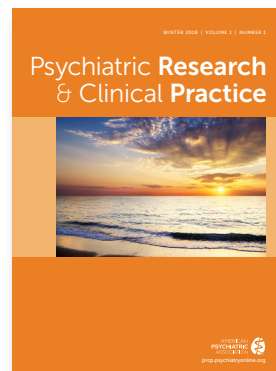
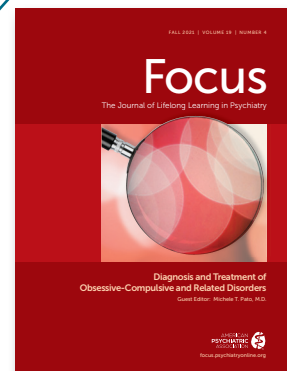
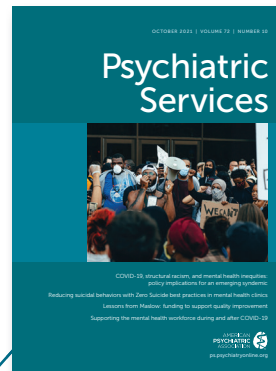
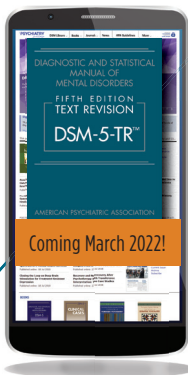


2022 Media Kit

American Psychiatric Association Publishing Digital and Print Advertising Opportunities



Advertising Sales Office

Pharmaceutical Media Inc.

4 South Orange Avenue

#504

South Orange, NJ 07079

P: 212.685.5010

E: www.pminy.com

Pharmaceutical

Jill Redlund

P: 908.313.7264

E: jredlund@pminy.com

Nonpharmaceutical Products and Services

Eamon Wood

P: 212.904.0363

E: ewood@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

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 positionadd 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.



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



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:

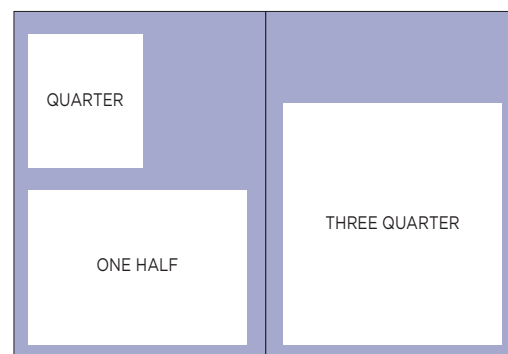
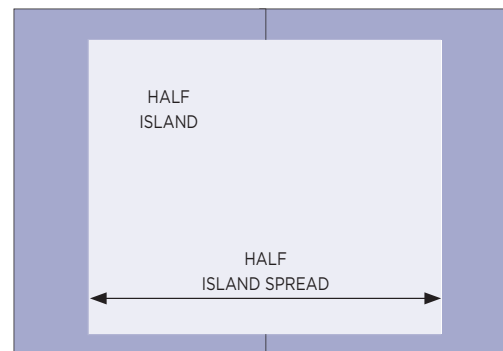
Susan Tagliaferro
Pharmaceutical Media, Inc.
4 South Orange Avenue, #504
South Orange, NJ 07079
212.904.0378; stagliaferro@pminy.com

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: 28,875

Shipping Instructions

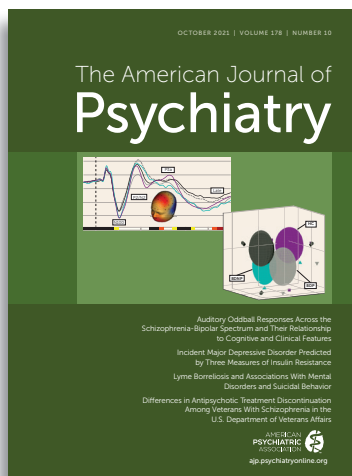
Each pallet or carton must be clearly labeled with publication name, insert name, issue date, insert quantity, total number of pallets (e.g., 1 of 2, 2 of 2, etc.), and account manager's name. A packing slip must accompany each shipment and a sample insert affixed to pallet sides. Prior to shipping inserts,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



The American Journal of Psychiatry

Official Journal of the American Psychiatric Association

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 positionadd 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.

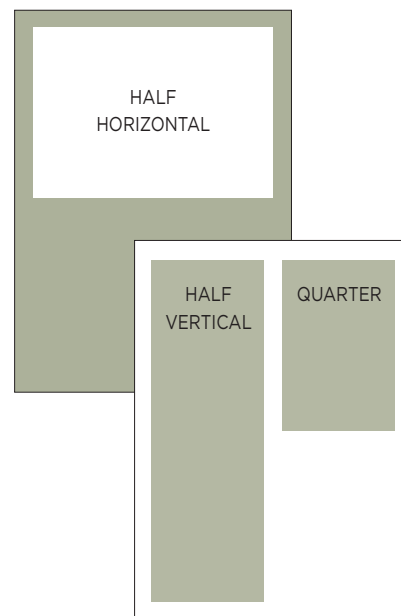
AJP is 80% editorial and 20% advertising. All new advertisements are subject to editorial review and approval. APA Publishing is not responsible for minor periodical manufacturing imperfections that do not distort the integrity of the advertising message. Consult advertising policy at www.appi.org/advertising.



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
Page	\$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	
Page	\$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 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 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

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: 29,700

Acceptable Stock Weight

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



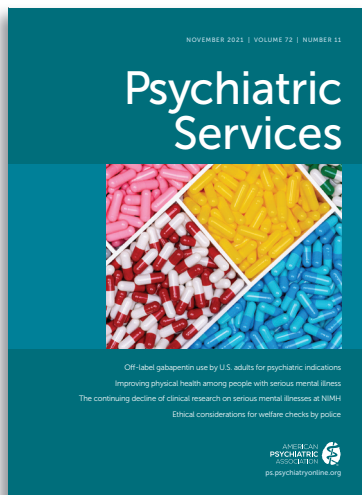
Insert Shipping Requirements

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.



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 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 positionadd 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.

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
Page	\$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	
Page	\$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	

HALF
HORIZONTAL

HALF
VERTICAL

QUARTER

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

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 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

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: 275

Acceptable Stock Weight

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



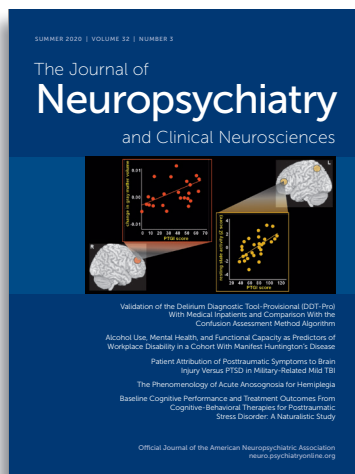
Insert Shipping Requirements

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.



The Journal of Neuropsychiatry and Clinical Neurosciences



Official Journal of the American Neuropsychiatric Association

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.

AMERICAN
PSYCHIATRIC
ASSOCIATION
PUBLISHING
www.appi.org



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

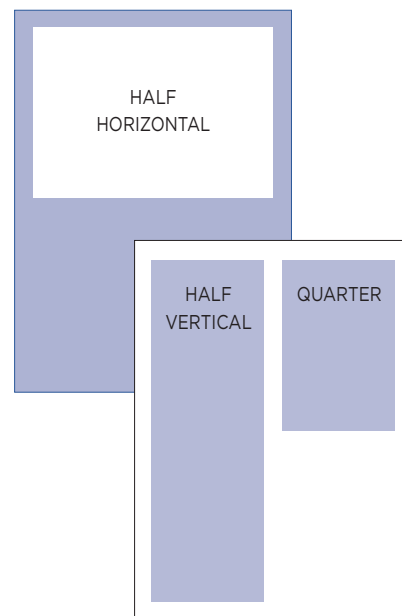
Editor: David B. Arciniegas, M.D. • Editorial Director: Michael D. Roy • Publisher: John McDuffie
Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

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
Page	\$985	\$880	\$830	\$800	\$740
1/2	\$725	\$630	\$570	\$550	\$520
1/4	\$595	\$505	\$460	\$425	\$390
	48x	60x	72x	96X	
Page	\$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 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 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

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: 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

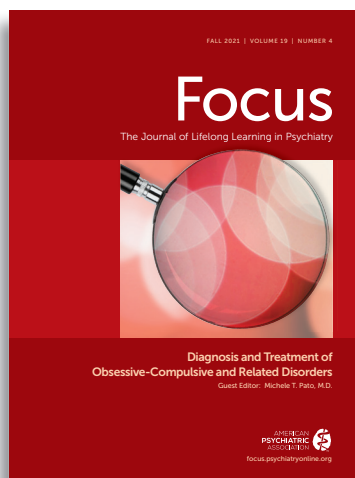
Each shipment must include a packing slip which indicates journal title, insert advertiser name, date of issue, quantity inserts supplied per issue, and number of pallets included in shipment.

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

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.

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

AMERICAN
PSYCHIATRIC
ASSOCIATION
PUBLISHING
www.appi.org



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

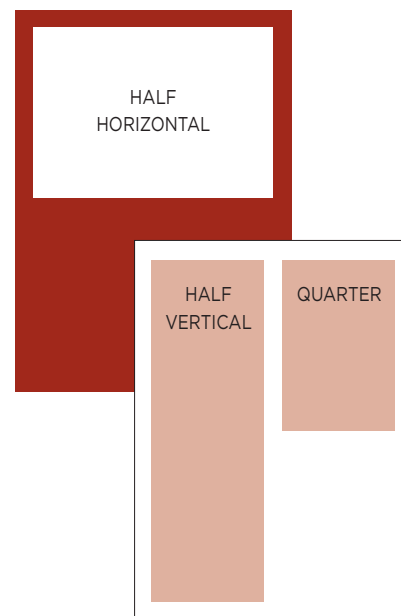
Editor: Mark Hyman Rapaport, M.D. • Editorial Director: Michael D. Roy • Publisher: John McDuffie
Advertising Manager: Becky McCarthy • Director of Production Services: Andrew Wilson

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
Page	\$1,045	\$920	\$860	\$780	\$760
1/2	\$760	\$635	\$575	\$530	\$505
1/4	\$640	\$510	\$450	\$420	\$400
	48x	60x	72x	96x	
Page	\$740	\$720	\$695	\$675	
1/2	\$480	\$460	\$440	\$425	
1/4	\$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.

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

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 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.

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.	

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

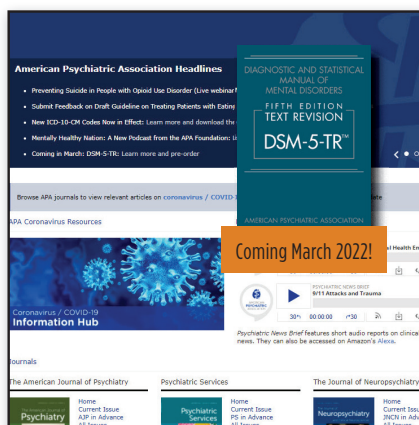
- If reaching <25% of the total circulation the rate is 50% of the full-run cost.
- If reaching 26-50% of the total circulation the rate is 60% of the full-run cost.
- If reaching 51% or more the rate is 100% of the full-run cost.
- Split-run inserts incur no additional production charge.

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. 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.

The collage displays five distinct advertisement layouts. The first ad on the left is for 'Human Trafficking' with a red header and white text. The second ad is for 'Psychiatric News Alert' with a green header and white text. The third ad is for 'Psychiatric News Update' with a blue header and white text. The fourth ad is for 'Physician Well-Being' with a green header and white text. The fifth ad on the right is a larger advertisement for 'The American Journal of Psychiatry' with a green header and white text.

