

Complete order, verify by signature, date and return to: Brian Skepton, Ad Sales / Marketing Manager
American Psychiatric Publishing Inc., 1000 Wilson Blvd. Arlington, VA 22209
Tele: (703) 907-7332 • Fax: (703) 907-1093 • Email: bskepton@psych.org

Advertiser:
Bill To: [] Advertiser [] Agency
Address:
Name / Email:
Phone / Fax:
Payment information (PROVIDE):
Purchase Order Number:
Credit card (type):
Name on card:
CC number: Exp:
Prepayment amount (each ad): \$

Table with columns: B&W Rate, 1x, 3x, 6x, 12x, 24x, 36x, 48x. Rows include 1 pg, 3/4 H/V, Island Half, 1/2 H/V, 1/4 H/V.

Color Rates (Plus earned b/w rate above):
Four color - \$1,890 / Matched color - \$1050 / Metallic color - \$1,290

Combination Rates:
Display advertisements placed in Psychiatric Services, American Journal of Psychiatry, Psychiatric News and APPI Journals, regardless of size, are combined for an earned rate.

Design Services:
We can design your ad in a PDF format for a non-commissionable production charge \$75 1/4 page, \$135 1/2 page and \$190 full page.

Gross & Net Cost:
Gross each (see B&W rates above): \$
Color (if applicable): \$
Agency Discount (if applicable): \$
Typeset Fee (if applicable): \$
Net each: \$

Copy provided by PDF is preferable. Typeset charge applies for Word document. If publisher is not supplied with copy changes by the deadline due date for a scheduled insertion previous issue copy materials will run.

Confirm your Order by Signature and Date:
Sign Here:
Today's Date:

Contract Terms:

- Verbal agreements will not be recognized.
-- All advertisements are subject to the publisher's approval.
-- Contracts cover number of insertions within one year of contract date.
-- Prepayment required for first time advertisers, otherwise payment for all ads due and payable upon presentation of Invoice and tear sheet.
-- If publisher is not supplied with copy changes by the deadline due date for a scheduled insertion, the previous issue copy materials will be run.
-- If more or fewer insertions are used within one year than specified in the advertising contract, charges will be adjusted in accordance with rates established.
-- Billing directed to the ad agency at the net rate is approved on condition that the advertiser will accept "dual responsibility" for payment if agency does not remit in 90 days.
-- No conditions, printed or otherwise, appearing on space order, billing instructions, or copy instructions that conflict w/ the publisher's stated policies will be binding on the publisher.

Issues:
[] Jan. 2 [] Jan. 16 [] Feb. 6 [] Feb. 20
[] Mar. 6 [] Mar. 20 [] Apr. 3 [] Apr. 17
[] May 1 [] May 15 [] Jun. 5 [] Jun. 19
[] Jul. 3 [] Jul. 17 [] Aug. 7 [] Aug. 21
[] Sep. 4 [] Sep. 18 [] Oct. 2 [] Oct. 16
[] Nov. 6 [] Nov. 20 [] Dec. 4 [] Dec. 18

Special and bonus distribution Issues:
> June 18 - Post-APA Convention Issue # One
> July 3 - Post-APA Convention Issue # Two
> October 2 - Bonus Distribution for Institute on Psychiatric Services
> October 16 - Bonus Distrib.for U.S. Psychiatric Congress AND American Academy of Child & Adolescent Psychiatry Meeting

Table with columns: Issue, Space, Creative, Issue, Space, Creative. Rows include Jun 5, Jul 3, Aug 7, Sep 4, Oct 2, Nov 6, Dec 4 and Jun 19, Jul 17, Aug 21, Sep 18, Oct 16, Nov 20, Dec 18.

Frequency Rate:
[X] 1X [] 3X [] 6X [] 12X [] 24X

Ad Sizes:
[] Full Pg... (9 3/4" x 14" h)
[] 3/4 Horiz... (9 2/3" x 10 1/2" h) [] 3/4 Vert... (7 1/4" x 14" h)
[] Half Island... (7 1/4" x 10" h)
[] 1/2 Horiz... (9 2/3" x 6 1/2" h) [] 1/2 Vert... (4 3/4" x 14" h)
[] 1/4 Pg Horiz... (4 3/4" x 6 1/2" h) [] 1/4 Vert... (2 1/3" x 14" h)
Bleed page (full page only) (11 1/8" x 15 1/4" h)
Trim size (10 7/8" x 15" h)
Keep essential elements 1/2" from bleed edges.

Color / B&W:
[] B&W [] Standard [] Matched [] 4/C

Ad Category:
[] Recruitment [] Product / Service [] CME / Conference

Ad Headline:

Ad Copy Provided by:
[] Word file (typeset fee applies) [] PDF file
[] Pick up (specify issue date):