

# PSYCHIATRIC SERVICES

A Journal of the American Psychiatric Association  
 Visit PS online: <http://ps.psychiatryonline.org>

## Display Advertisement Insertion Order

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](mailto: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): \$ \_\_\_\_\_

B&W Rate:	1x	3x	6x	12x	24x	36x	48x
Full Page	\$ 3,080	2,940	2,790	2,565	2,500	2,395	2,375
2/3 Page	\$ 2,265	2,195	2,030	1,935	1,790	1,780	1,770
Half Page	\$ 1,840	1,750	1,690	1,640	1,545	1,535	1,525
1/3 Page	\$ 1,280	1,230	1,185	1,125	1,030	1,020	1,010
1/4 Page	\$ 875	790	735	725	655	645	635

**Color Rates (Plus earned b/w rate above):**  
 Four color - \$1,460 / Matched color - \$795 / Metallic color - \$1,080

**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.

**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:** \_\_\_\_\_  
**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  Feb  Mar  Apr  
 May  Jun  Jul  Aug  
 Sep  Oct  Nov  Dec

**Special Bonus Distribution Issues:**

- > May – Bonus Distribution for the *APA '09 Annual Meeting*
- > June – Institute on Psychiatric Services Preliminary Program
- > October – Bonus Distribution for *Institute on Psychiatric Services*
- > October – Bonus Distribution for *U.S. Psychiatric Congress*
- > October – Bonus Distribution for the *American Academy of Child & Adolescent Psychiatry Meeting*
- > December – Annual Index issue

Issue Deadlines	Space	Creative
<u>July</u>	6/8	6/16
<u>August</u>	7/13	7/21
<u>September</u>	8/10	8/18
<u>October</u>	9/4	9/15
<u>November</u>	10/9	10/20
<u>December</u>	11/19	12/1

**Rate:**

1X  3X  6X  12X  24X

**Size:**

Full Pg. (7" w x 10" h)  
 Half Pg. Vertical (3 3/8" w x 10" h)  
 Half Pg. Horizontal (7" w x 4 7/8" h)  
 Quarter Pg. (3 3/8" w x 4 7/8" h)

Full page ..... 7" w x 10" h  
Bleed page ..... 8 3/8" w x 11 1/8" h  
Trim size ..... 8 1/8" w x 10 7/8" h  
Keep essential elements 1/2" from bleed edges.

**Color / B&W:**

B&W  Standard  Matched  4/C

**Category:**

Recruitment  Product / Service  CME / Conference

**Ad Headline:**

\_\_\_\_\_

**Ad Copy Provided by:**

Word file (ad creative will be typeset)  
 PDF file  Pick-up (specify issue date): \_\_\_\_\_