



## FOCUS

The Journal of Lifelong Learning in Psychiatry  
<http://focus.psychiatryonline.org>

Rates & Data  
**2008**

### Advertising Sales

Advertising Sales Specialist  
 Pamela Trujillo  
 American Psychiatric Publishing, Inc.  
 1000 Wilson Boulevard, Suite 1825  
 Arlington, VA 22209  
**P:** 703.907.7330 **F:** 703.907.1093  
**E:** [adsales@psych.org](mailto:adsales@psych.org)

### Advertising Production

Advertising Production Specialist  
 Shevona Johnson  
**P:** 703.907.8564 **F:** 703.907.1093  
**E:** [adprod@psych.org](mailto:adprod@psych.org)



## ▶ ABOUT US

FOCUS is the American Psychiatric Association's journal for recertification, self-assessment, and lifelong learning. In one package FOCUS provides a comprehensive review of current clinical practice based on the content outlined by the ABPN recertification exam. Each issue offers: Clinical Reviews, Patient Management Exercise, Seminal Articles, and a CME quiz with 20 hours of CME per year for the journal and 20 additional hours can be earned through completion of the Self-Assessment Exam. All current and back issues are available online. Subscribers can earn CME credits by taking the exams from the current issue, or even the nonexpired exams from any past issue that was published during their subscription period.

The American Board of Psychiatry and Neurology has reviewed FOCUS: The Journal of Lifelong Learning in Psychiatry and the FOCUS Self-Assessment Examination and has approved this program as part of a comprehensive lifelong learning and self-assessment program, which is mandated by the ABMS as a necessary component of maintenance of certification.

The FOCUS Self-Assessment Program is also accredited for up to 20 hours of continuing professional development per year under Section 3 of the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada. The American Psychiatric Association (APA) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American Psychiatric Association designates this educational activity for a maximum of 40 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

FOCUS is issued quarterly beginning in January. It is mailed periodically class. All new advertisements are subject to editorial review and approval. Consult advertising policy at <http://journals.psychiatryonline.org/advertising>.

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

## ▶ CIRCULATION

FOCUS serves an international market of psychiatrists and affiliated professionals. As of July 2007, FOCUS' verified circulation is 1,984.

## ▶ RATES

### Black and White Rates

Advertising rates are effective January 1, 2008 and subject to change upon notification by the publisher.

	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x
1	\$985	925	865	810	735	715	695	675	655	635
1/2	715	660	595	540	500	475	450	430	415	400
1/4	600	540	480	420	395	375	360	345	330	330

### Combination Rates

Display advertisements placed in FOCUS, *Psychosomatics*, *Journal of Neuropsychiatry and Clinical Neurosciences*, *Academic Psychiatry*, *American Journal of Psychiatry*, *Psychiatric Services*, and *Psychiatric News*, regardless of size, are combined to achieve an earned rate. FOCUS only accepts non-pharmaceutical advertising for recruitment, books, meetings and conferences.

### Earned Rates

Rates are based on the number of ad units placed within one year, regardless of size. Space purchased by a parent company and subsidiaries is combined for an earned rate. Advertisers will be short-rated for rates they do not achieve. Any production errors must be reconciled 3 months from the date the ad ran.

### Cover and Preferred Position Rates

Cover 2	..... add 25% of earned b/w rate
Cover 3	..... 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

The publisher may discontinue or relocate preferred positions at any time, in which case no premium will be charged. Aside from paid positions, ad placement is subject to publisher's discretion.

### Color Rates

4-color	.....\$1,200 plus earned b/w rate
Matched color	..... \$655 plus earned b/w rate
Metallic color	..... \$770 plus earned b/w rate

## Agency Commission

Agencies receive a 15% commission. Color rates are commissionable. Production charges are non-commissionable. Billing directed to the advertising agency at the net rate is approved on condition that the advertiser will accept dual responsibility for payment if the agency does not remit within 90 days.

## ► DEADLINES

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.

	<b>Space</b>	<b>Material</b>
Winter	2/1	2/8
Spring	4/1	4/4
Summer	7/21	7/25
Fall	10/20	10/24

## ► MATERIALS

### Ad Sizes

Full page . . . . . 7" w x 10" h  
1/2 page vertical . . . . . 3 3/8" w x 10" h  
1/2 page horizontal . . . . . 7" w x 4 7/8" h  
1/4 page . . . . . 3 3/8" w x 4 7/8" h  
Trim size . . . . . 8 1/8" w x 10 7/8" h  
Bleed page . . . . . 8 3/8" w x 11 3/16" h  
Keep essential elements 1/2" from bleed edges.

### Print Requirements

All ads must be submitted in a PDF format according to guidelines available from the *Advertising Production Specialist* at 703.907.8564. 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. Material will be held for one year and then destroyed.

### Send Material To:

Shevona Johnson  
*Advertising Production Specialist*  
American Psychiatric Publishing, Inc.  
1000 Wilson Boulevard, Suite 1825  
Arlington, Virginia 22209  
703.907.8564; [adprod@psych.org](mailto:adprod@psych.org)

## ► ONLINE ADVERTISING

[www.psychiatryonline.org](http://www.psychiatryonline.org) is psychiatry's premier online source for current and archived articles in *American Journal of Psychiatry*, *Psychiatric News*, *Psychiatric Services*, *Academic Psychiatry*, *Journal of Neuropsychiatry and Clinical Neurosciences*, and *Psychosomatics*. Multiple formats and positions available across the network. ETOC email alerts notify our opt-in audience when new periodical content is posted online. Contact Brian Skepton, *Advertising Sales and Marketing Manager*, at 703.907.7332 or [bskepton@psych.org](mailto:bskepton@psych.org).

## ► PUBLISHER

American Psychiatric Publishing, Inc.  
1000 Wilson Boulevard, Suite 1825  
Arlington, Virginia 22209

*Editors:* Deborah J. Hales, M.D.

Mark Hyman Rapaport, M.D.

*Editorial Director:* Michael Roy

*Chief Executive Officer:* APPI, Ron McMillen

*Director, Publishing Services:* Nancy Frey

*Associate Director, Publishing Services:* Laura Abedi



**The First and Last Word in Psychiatry**