



THE JOURNAL OF NEUROPSYCHIATRY AND CLINICAL NEUROSCIENCES

Official Journal of the American Neuropsychiatric Association
<http://neuro.psychiatryonline.org>

Rates & Data
2008

Advertising Sales

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▶ ABOUT US

The *Journal of Neuropsychiatry and Clinical Neurosciences* (JNP) presents original research and clinical reports related to the assessment and treatment of neuropsychiatric disorders, as well as the basic neurosciences underlying psychiatric and neuropsychiatric disorders. JNP is issued quarterly beginning in January with the Winter issue. It is mailed periodicals class. All new advertisements are subject to editorial review and approval. Consult advertising policy at <http://journals.psychiatryonline.org/advertising>.

Bonus Distribution Issues

- ANPA Annual Meeting (Winter)
- APA Annual Meeting (Spring)
- Institute on Psychiatric Services (Summer)
- U.S. Psychiatric Congress (Summer)

▶ CIRCULATION

JNP serves an international market of psychiatrists and affiliated professionals. As of July 2007, JNP's verified circulation is 1,051.

▶ 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 | \$925 | 895 | 830 | 780 | 750 | 700 | 675 | 650 | 630 | 610 |
| 1/2 | 685 | 660 | 590 | 540 | 520 | 490 | 460 | 430 | 420 | 410 |
| 1/4 | 565 | 540 | 475 | 430 | 405 | 370 | 350 | 330 | 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.

Insert Rates

Inserts are billed page for page at earned black and white frequency rate.

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.

| | Space | Material | Inserts |
|--------|-------|----------|---------|
| Winter | 1/4 | 1/11 | 1/25 |
| Spring | 4/1 | 4/4 | 4/15 |
| Summer | 8/1 | 8/4 | 8/12 |
| Fall | 10/1 | 10/6 | 10/14 |

► 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 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

► INSERTS

Approval

Inserts must be approved for production requirements prior to printing. Contact:
Laura Abedi
Associate Director, Publishing Services
American Psychiatric Publishing, Inc.
1000 Wilson Boulevard, Suite 1825
Arlington, Virginia 22209
703.907.8541; labeledi@psych.org

Insert Sizes: Perfect Bound

2-page inserts 8 3/8" w x 11 3/16" h
4-page inserts folded to 8 3/8" w x 11 3/16" h
Trim size 8 1/8" w x 10 7/8" h
Allow 3/16" for head and foot; 1/8" for side and gutter trim.
Keep essential copy elements 1/2" from trim edges.
For all other inserts, contact Laura Abedi at 703.907.8541.

Acceptable Stock Weight

2 page insert: 60-80 lb. book
4 pages or more: 55-70 lb. book

Quantity

2,000

Shipping

All boxes must be labeled with publication, advertiser and insert name, quantity in each carton, total number of cartons in shipment (e.g. 1 of 2, 2 of 2, etc.), account manager's name and issue date. Prior to shipping inserts, notify *Advertising Production Specialist* at 703.907.8564 of quantity shipped, shipping vendor, and arrival date.

Ship Inserts To:

Journal of Neuropsychiatry and Clinical Neurosciences
Cadmus Communications
500 Cadmus Lane
Easton, MD 21601-0969
Attn: Elizabeth Thomas, *Account Manager*

► ONLINE ADVERTISING

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.

► PUBLISHER

American Psychiatric Publishing, Inc.
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Arlington, Virginia 22209

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Chief Executive Officer: APPI, Ron McMillen
Director, Publishing Services: Nancy Frey
Associate Director, Publishing Services: Laura Abedi



The First and Last Word in Psychiatry