



# THE JOURNAL OF NEUROPSYCHIATRY AND CLINICAL NEUROSCIENCES

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

Rates & Data  
**2009**

## Advertising Sales Pharmaceutical Products and Services

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## Contracts and Insertion orders

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## Advertising Production

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 Alison Jones  
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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 a market of psychiatrists and affiliated professionals. As of July 2008, JNP's verified circulation is 950.

## ▶ RATES

### Black and White Rates

Advertising rates are effective January 1, 2009 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 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 calendar year. Space purchased by a parent company and subsidiaries is combined for an earned rate. Advertisers will be billed at the rate that appears on the original insertion order. Adjustments will be made at the end of the year. Any production errors must be reconciled 3 months from the date the ad ran. Credits not used within one year of issue date will expire and be forfeited. New advertisers may be required to prepay.

## 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>	<b>Inserts</b>
Winter	1/2	1/8	1/21
Spring	4/1	4/7	4/22
Summer	7/2	7/8	7/23
Fall	10/1	10/7	10/22

## ► 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.

### 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.

### Send Material To:

Alison Jones  
*Advertising Production Specialist*  
American Psychiatric Publishing, Inc.  
1000 Wilson Boulevard, Suite 1825  
Arlington, Virginia 22209  
703.907.8542; [adprod@psych.org](mailto:adprod@psych.org)

## ► INSERTS

### Approval

Inserts must be approved 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](mailto: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 Manager* at 703.907.8542 of quantity shipped, shipping vendor, and arrival date.

### Ship Inserts To:

*Journal of Neuropsychiatry and Clinical Neurosciences*  
Cadmus Professional Communications  
3575 Hempland Road  
Lancaster, PA 17601  
Attn: Ken Griffith, *Account Manager*

## ► ONLINE ADVERTISING

[psychiatryonline.org](http://psychiatryonline.org) is psychiatry's premier online source for peer-reviewed journal articles from the *American Journal of Psychiatry*, *Psychiatric Services*, *Academic Psychiatry*, the *Journal of Neuropsychiatry and Clinical Neurosciences* and *Psychosomatic*, plus articles from *Psychiatric News*. Target psychiatrists, residents, and other physicians and mental health professionals with over 1.5 million page views per month. For more information, contact Brian Skepton 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

*Editor:* Stuart C. Yudofsky, M.D.

*Editorial Director:* Michael Roy

*Chief Executive Officer:* APPI, Ron McMillen

*Director, Publishing Services:* Nancy Frey

*Associate Director, Publishing Services:* Laura Abedi

