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Online Advertising Sales

Advertising Sales and Marketing Manager

Brian Skepton

P: 703.907.7332 F: 703.907.1093

bskepton@psych.org

Advertising Production

Online Production Manager

Alison Jones

P: 703.907.8542 F: 703.907.1093

ajones@psych.org

Rates & Data

2010

► About psychiatryonline.org

psychiatryonline.org is psychiatry's premier online source for current and archived articles from five well-respected peer-reviewed psychiatric journals and *Psychiatric News*. With over 1.5 million page views per month, psychiatryonline.org is an indispensable resource for psychiatrists, clinicians and other mental health professionals who need to stay on the cutting edge of virtually every aspect of psychiatry. Advertise your product, service, CME or job opportunity online across all our periodicals:

- **American Journal of Psychiatry**
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- **Journal of Neuropsychiatry and Clinical Neurosciences**
Official journal of the American Neuropsychiatric Association
- **Academic Psychiatry**
International journal of psychiatric education
- **Psychiatric News**
Newspaper of the APA

psychiatryonline.org is published by American Psychiatric Publishing, Inc. (APPI), a subsidiary of the American Psychiatric Association (APA) and the world's leading publisher of journals, books and other media related to psychiatry and mental health.

► Banner Advertising Opportunities

Our advertising options include standard IAB ad sizes positioned on current and archived journal home, table of contents, abstract, article and search results pages. Special positions and roadblocks are available. See below for banner ad sizes and specifications and reverse for banner ad positions.

Banner Ad Sizes and Specifications

Ad units are IAB standard sizes.

- Leaderboard (728 x 90)
- Wide Skyscraper (160 x 600)
- Rectangle (180 x 150)
- Button (160 x 90)
- GIF, animated GIF or Flash.
- File size should not exceed 100K.
- Animated files must stop after 15 seconds.
- Frame rate of 18 frames per second.
- Click link must be provided.

For rates contact Brian Skepton at 703.907.7332 or bskepton@psych.org. Ad agencies receive a 15% discount off gross cost.

► E-mail Alerts

- **Table of Contents E-mail Alerts** (all journals) are sent to an opt-in audience each time a new issue is posted online.
- **AJP in Advance E-mail Alerts** notify subscribers when *American Journal of Psychiatry* articles are published online, ahead of print on the 1st and 15th of each month.

► Sponsorship

Delivered monthly to primarily an opt-in audience of psychiatric resident subscribers, the *Residents' Journal* is an e-publication of *AJP* that identifies articles and features with the most value to residents in their training. Produced by and for psychiatric residents who submit articles, interviews, case reports, book reviews and commentaries. The online portion of the *Residents' Journal* is also accessible through *AJP*'s home page.

E-mail Alert Specifications

- Up to ten lines of text, plus a URL or click link, with up to 70 characters per line, including spaces.
- A 468 x 60 banner can be provided for HTML subscribers.
- No rich media or third party tags.
- Click links may be third party redirects.

► Technical Assistance and Ad Submission

For technical assistance, design services, or to submit banner ads or E-mail Alert copy, contact Alison Jones at ajones@psych.org or 703.907.8542.

► Lead Time

Allow three business days for standard creative and five business days for Flash ads for testing and QA. E-mail Alert copy and link must be provided two weeks before scheduled run date. Signed contracts and cancellations must be received in writing two weeks before campaign start date. Ad positions are available on a first come, first serve basis.

► Online Advertising Policy

Ads require editorial approval. Refer to our complete Advertising Policy at <http://journals.psychiatryonline.org/advertising/policy.dtl>.

Advertising agency commission of 15% applies when payment is made within 30 days. Advertising agency and advertiser are equally responsible for payment of advertising. Payment terms net 30 with established credit. Prior to placement credit approval must be complete or prepayment will be required.

► **Banner Ad Positions**

Advertisement

728 x 90

Advertisement

160 x 90

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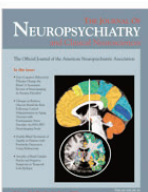
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► **Publisher**

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



Chief Executive Officer, APPI: Ron McMillen
 Director, Publishing Services: Nancy Frey
 Advertising Sales and Marketing Manager: Brian Skepton
 Online Production Manager: Alison Jones