



PSYCHOSOMATICS

The Journal of Consultation and Liaison Psychiatry
 Official Journal of the Academy of Psychosomatic Medicine
<http://psy.psychiatryonline.org>

Rates & Data
2009

Advertising Sales

Pharmaceutical Products and Services

Pharmaceutical Media Inc.
 Valentin Torres
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E: vtorres@pminy.com

Non-pharmaceutical Products and Services and Online Advertising

Advertising Sales and Marketing Manager
 Brian Skepton
P: 703.907.7332 **F:** 703.907.1093
E: bskepton@psych.org

Contracts and Insertion orders

Advertising Information Specialist
 Oxana Myachina
P: 703.907.8553 **F:** 703.907.1093
E: ads@psych.org

Advertising Production

Alison Jones
 Advertising Production Manager
P: 703.907.8542 **F:** 703.907.1093
E: adprod@psych.org

▶ ABOUT US

Psychosomatics publishes research and clinical articles on the interface between general medicine and psychiatry, including psychopharmacologic and psychotherapeutic treatments of psychiatric disorders in medical-surgical patients. Established in 1959, the journal is owned by the Academy of Psychosomatic Medicine. *Psychosomatics* is issued every other month beginning in January. 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

- APA Annual Meeting (May-June)
- Institute on Psychiatric Services (September-October)
- U.S Psychiatric Congress (September-October)
- APM Annual Meeting (November-December)

▶ CIRCULATION

Psychosomatics serves a market of psychiatrists and affiliated professionals. As of July 2008, *Psychosomatics'* verified circulation is 1,400.

▶ 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	\$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* 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.

	Space	Material	Inserts
January-February	12/3	12/8	12/16
March-April	2/2	2/6	2/13
May-June	4/2	4/8	4/15
July-August	6/3	6/9	6/16
September-October	8/4	8/10	8/17
November-December	10/5	10/9	10/16

► 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 Manager* at 703.907.8542. 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.

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

► 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

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

2,300

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:

Psychosomatics
Cadmus Professional Communications
3575 Hempland Road
Lancaster, PA 17601
Attn: Ken Griffith, *Account Manager*

► ONLINE ADVERTISING

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.

► PUBLISHER

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

Editor-in-Chief: Theodore A Stern, M.D.
Editorial Director: Michael Roy
Chief Executive Officer: APPI, Ron McMillen
Director, Publishing Services: Nancy Frey
Associate Director, Publishing Services: Laura Abedi

