INFORMATION FOR MEDIA PLANNERS

SCOPE

The Journal of Clinical Psychiatry (JCP) publishes original peer-reviewed material by recognized authors in the psychiatric and behavioral/neural sciences, with special emphasis on subjects relevant to the practicing clinical psychiatrist. In addition to original research, JCP publishes review articles; special focus sections on women's issues, addiction, geriatric psychiatry, child and adolescent psychiatry, and the research and perspectives of early career psychiatrists; case reports; clinical reports; book reviews; and letters to the editor. JCP also publishes highlights of academic symposia and timely clinician commentary augmenting original research and offers Continuing Medical Education.

Additionally, JCP publishes special Supplements during the year that generally contain proceedings from scientific symposia.

READERSHIP

Readership/Ad Exposure ▶ Among all psychiatry journals indexed by the National Library of Medicine, JCP ranks first among independent clinical journals in both readership and ad page exposures in all metrics published by Kantar Media, Inc., in the June 2015 Psychiatric Journal Market Section Survey.

INDEXING

JCP is indexed in MEDLINE/PubMed and by all major indexing services.

ASSOCIATION

JCP is the official journal of the American Society of Clinical Psychopharmacology. The ASCP was founded in 1992, and its membership includes clinicians and researchers who study the use of pharmacology in clinical practice.

CIRCULATION

Recipients include psychiatrists in direct patient care (office, hospital, and military settings), residents, paid subscribers, and other personnel within the field served.

Total Recipients ▶ 35,023

General Psychiatry, 79%  
27,558 recipients

Geriatric Psychiatry, 2%  
856 recipients

Pediatric & Adolescent Psychiatry, 15%  
5,344 recipients

Other Specialties (includes paid), 4%  
1,265 recipients

Domestic Distribution, 98%  
34,619 recipients in US and US territories

CONTACTS

STAFF  
Editor in Chief Alan J. Gelenberg, MD  
Publisher John S. Shelton, PhD

ADVERTISING RATES AND ALL ORIGINAL INSERTION ORDERS

Primary Contact Nick Luciano  
American Medical Communications  
E-mail: nluciano@americanmedicalcomm.com  
Phone: 201-317-3211

Secondary Contact David Twombly  
E-mail: dtwombly@psychiatrist.com  
Phone: 901-273-2754

AD SPECS, SHIPPING INFORMATION, AND PUBLISHING EXTENSION DATES

Primary Contact David Twombly  
E-mail: dtwombly@psychiatrist.com  
Phone: 901-273-2754

Secondary Contact Sarah Brownd  
E-mail: sbrownd@psychiatrist.com  
Phone: 901-273-2709

ONLINE ADVERTISING OPPORTUNITIES

Contact Nick Luciano (nluciano@americanmedicalcomm.com; 201-317-3211) or visit www.psychiatrist.com/Documents/onlineads.pdf

SUBSCRIPTIONS

SUBSCRIPTION RATES (US $)
Subscription Rates Based on a 12-Month Period

<table>
<thead>
<tr>
<th>Individual Subscriptions</th>
<th>Print + Online</th>
<th>Online Only</th>
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<tbody>
<tr>
<td>US</td>
<td>$174</td>
<td>$136</td>
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<tr>
<td>International</td>
<td>$230</td>
<td>$136</td>
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REPRINTS

Advertisers may purchase reprints only from the publisher. Contact Maureen Bunner-Hunsucker at mhunsucker@psychiatrist.com.
GENERAL

PLACEMENT
- Advertising Placement » Interspersed with editorial material.
- Editorial:Advertising Ratio » Average is about 60%/40%.

GUIDELINES
- Advertising Copy » Acceptance is subject to approval by publisher, especially for advertorials.
- Commission » 15% on all advertising. Any pass-through charges are noncommissionable.

SCHEDULING
Contact dtwombly@psychiatrist.com for extensions.
- When new copy is not provided by the materials due date, the ad appearing in the most recent preceding issue will be repeated.
- Cancellation must be made by the first of the month prior to the month of publication.
- Unless requested to be held, material will be disposed of 1 year after its last use.

RATES
- Cost Per Thousand, full page black-and-white, 24 times » $134.48
Frequency
- Calculated on the number of ad pages, eg, a 2-page ad that runs in 3 issues achieves the 6× frequency rate.
- The earned rate is based on the total number of advertising pages published in JCP within the January through December 12-month period.
- Advertising purchased by a parent company and subsidiaries is combined for determining the earned rate.

COVER TIPS
- Cost for single-leaf, 1-sided cover tip » $28,390 (net).
- For other creative applications to cover tips (eg, PI insertions, multiple pages, wafer seals, gatefolds), or other print opportunities (eg, belly bands, outliers), please supply an example to and contact Nick Luciano (nluciano@americanmedicalcomm.com; 201-317-3211).
- For cover tip specifications, please contact David Twombly (dtwombly@psychiatrist.com).

ADDITIONAL INCENTIVES

FREQUENCY INCENTIVE
The final earned frequency is rounded up to the next frequency range if the total number of ad pages falls within 4 pages of the next gradation and if at least 20 ad pages are placed (eg, 21 placed pages would achieve the 24× frequency rate).

TARGETED CIRCULATION
JCP allows demographic and targeted splits within the US circulation on a limited basis at the discretion of the Publisher. The costs for ads that run to less than the full JCP US circulation are prorated as follows:

A. 25% or less of the publication's circulation » Rate is 50% of the full-run cost plus full color charges.
B. 26% to 50% of the publication's circulation » Rate is 60% of the full-run cost plus full color charges.
C. Greater than 50% of the publication's circulation » Rate is 100% of the full-run cost plus full color charges.

Split-run production charges (non-commissionable) will apply — contact Nick Luciano (nluciano@americanmedicalcomm.com; 201-317-3211) for details.

OTHER COSTS (NONCOMMISSIONABLE)
If an ad needs special consideration for processing, a noncommissionable pass-through charge may be incurred. The agency will be notified separately at the time the charge is incurred, before the cost is invoiced.
RUN-OF-BOOK REQUIREMENTS

FULL PAGE

- ALL LIVE MATTER
  - 1/4" from trim edges

- Supplied size: 11 1/8" x 8 3/8"
- Trim size: 11 1/8" x 8 3/8"
- Trim 1/8"
- Trim size: 8 1/2" x 5 7/16"
- Supplied size: 8 3/8" x 5 7/16"

SPREAD

- ALL LIVE MATTER
  - 1/4" from trim edges

- Supplied size: 11 1/8" x 8 1/2"
- Trim size: 11 1/8" x 8 1/2"
- Trim 1/8"
- Trim size: 8 1/2" x 4 7/16"
- Supplied size: 8 1/8" x 4 7/16"

HALF PAGE VERTICAL

- Supplied size: 11 1/8" x 5 7/16"
- Trim size: 11 1/8" x 5 7/16"
- Trim 1/8"
- Trim size: 3 3/4" x 3 3/16"
- Supplied size: 3 3/4" x 3 3/16"
- Non-bleed ad: 3 3/4" x 9 3/16"

HALF PAGE HORIZONTAL

- Supplied size: 5 7/16" x 5 7/16"
- Trim size: 5 7/16" x 5 7/16"
- Trim 1/8"
- Trim size: 8 1/2" x 5 7/16"
- Supplied size: 8 3/8" x 5 7/16"
- Non-bleed ad: 6 13/16" x 4 7/16"

ELECTRONIC FILE INFORMATION

- Acceptable media: Disk or e-mail, with a pressmatch provided for color ads.
- Format specifications: All disk or e-mailed ads should be submitted as PDFs, fonts embedded.
- Spread ads: If the composition includes an image that spans the gutter, do not attempt to anticipate image loss in the gutter by duplicating the image, in part or whole. Spread ads should be supplied as facing pages or as a single image that the printer can split.
- Maximum density: 300%
- Rotation of colors: KCMY
- Resolution: Files should have a resolution of 600 dpi minimum; images can be downsampled to no less than 200 dpi.

CONTACT & SHIPPING INFORMATION

- **Disk**: David Twombly
  - Physicians Postgraduate Press, Inc.
  - 850 Ridge Lake Blvd, Suite 300
  - Memphis, TN 38120
  - e-mail: dtwombly@psychiatrist.com
  - Phone: 901-273-2754
  - Fax: 901-273-2752

- **E-mail**: David Twombly
  - dtwombly@psychiatrist.com

DUE DATES

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<tr>
<th>Year</th>
<th>Issue Month</th>
<th>Materials to Publisher</th>
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If you do not receive a confirmation for e-mailed material, call Sarah Brown at 901-273-2709.
**INSERT REQUIREMENTS**

### 2 PAGE, SINGLE LEAF

- **All live matter:** 1/4" from trim edges
- **Supplied size:** 11 1/8" x 8 1/8"
- **Trim size:** 8 1/8" x 8 1/8""

### 4 OR MORE PAGES

- **All live matter:** 1/4" from trim edges
- **Supplied size:** 11 1/8" x 16 1/4"
- **Trim size:** 8 1/8" x 16 1/4"
- **Trim (fold edge):** 1/4""

**OTHER SPECIFICATIONS**

- **Quantity Required:** 38,000 (includes overage)
- **Paper Stock:**
  - Heaviest: 80-lb text
  - Lightest: 60-lb text
- **Finishing:**
  - Inserts should be supplied folded and/or tipped
  - Journal jogs to head
- **Non-Standard Inserts**
  - The following types of inserts must be approved by the publisher:
    - Gatefold
    - Z-fold
    - Flap inserts
    - Any inserts with a unique design

**Questions**

- **Primary Contact:**
  - David Twombly
  - e-mail: dtwombly@psychiatrist.com
  - Phone: 901-273-2754
- **Secondary Contact:**
  - Sarah Brownd
  - e-mail: sbrownd@psychiatrist.com
  - Phone: 901-273-2709

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**CONTACT & SHIPPING INFORMATION**

**EXTENSIONS**

- **Primary Contact:**
  - David Twombly
  - e-mail: dtwombly@psychiatrist.com
  - Phone: 901-273-2754
  - Fax: 901-273-2752

**SHIP INSERTS TO**

- **Dartmouth Printing Company**
  - Attn: Lisa Davis
  - 69 Lyme Rd
  - Hanover, NH 03755
  - Phone: 603-643-2220

**LABEL SKIDS**

- Each box must be marked with the following information:
  - Journal name: Journal of Clinical Psychiatry
  - Month of insertion
  - Product name

**NOTE**

- The printer will reject inserts shipped COD.