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 35,208

- General Psychiatry, 79% 27,828 recipients
- Geriatric Psychiatry, 2% 899 recipients
- Pediatric & Adolescent Psychiatry, 15% 5,367 recipients
- Other Specialties (includes paid), 4% 1,114 recipients

Domestic Distribution, 99%
34,866 recipients in US and US territories

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>$184</td>
<td>$156</td>
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<tr>
<td>International</td>
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<td>$156</td>
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REPRINTS
Advertisers may purchase reprints only from the publisher. Contact Maureen Bunner-Hunsucker at mhunsucker@psychiatrist.com.

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
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 > $137.17

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 AND OUTSERTS
• Cost for single-leaf, 1-sided cover tip > $28,390 (net).
• Cost for standard outsert (less than 3 oz, runs behind journal in polybag) > $30,000 (net).
• For other creative applications to cover tips (eg, belly bands, outserts), please supply an example to
and contact Nick Luciano (nluciano@americanmedicalcomm.com; 201-317-3211).

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.
A list-match fee will be applied to any ad placement that involves a list
match—contact Nick Luciano (nluciano@americanmedicalcomm.com;
201-317-3211) for details. Premium positions are not available for split runs
within the US circulation.

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**

- Supplied size: 11 3/8" x 8 3/8"
- Trim size: 10 7/8" x 7 7/8"
- All live matter: 1/4" from trim edges

**SPREAD**

- Supplied size: 11 3/8" x 8 3/8"
- Trim size: 8 7/8" x 5 1/16"
- All live matter: 1/4" from trim edges

**HALF PAGE VERTICAL**

- Supplied size: 8 11/16" x 5 7/16"
- Trim size: 8 3/16" x 3 13/16"
- All live matter: 1/4" from trim edges
- Non-bleed ad: 3 13/16" x 3 3/16"

**HALF PAGE HORIZONTAL**

- Supplied size: 8 11/16" x 8 11/16"
- Trim size: 8 3/16" x 8 3/16"
- All live matter: 1/4" from trim edges
- Non-bleed ad: 6 13/16" x 4 1/2"

**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.

**DUE DATES**

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<th>Year</th>
<th>Issue Month</th>
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**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

If you do not receive a confirmation for e-mailed material, call Sarah Brownd at 901-273-2709.
**INSERT REQUIREMENTS**

### 2 PAGE, SINGLE LEAF

- **Supplied Size:** 11 1/8" x 10 7/8"
- **Trimmed Size:** 8 1/8" x 8 1/8"
- All live matter 1/4" from trim edges

### 4 OR MORE PAGES

- **Supplied Size:** 11 1/8" x 10 7/8"
- **Trimmed Size:** 8 1/8" x 8 1/8"
- **Trimmed (fold edge):** 8 1/4"
- **Supplied Size:** 16 7/8"

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**OTHER SPECIFICATIONS**

- **Quantity Required:** 38,000 (includes average)
- **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**

- Sheridan NH
  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.