



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.

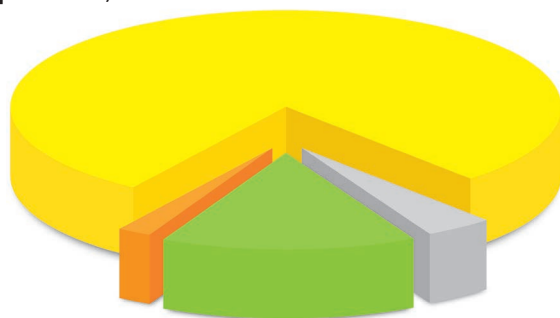
ASSOCIATION

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

RATE CARD CONTENTS

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SUBSCRIPTIONS

SUBSCRIPTION RATES (US \$)

Subscription Rates Based on a 12-Month Period

Individual Subscriptions	Print + Online	Online Only
US	\$184	\$156
International	\$244	\$156

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, PI insertions, multiple pages, wafer seals, gatefolds), or other print opportunities (eg, belly bands, outserts), 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:

- 25% or less of the publication's circulation** ▶ Rate is 50% of the full-run cost plus full color charges.
- 26% to 50% of the publication's circulation** ▶ Rate is 60% of the full-run cost plus full color charges.
- 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.

INSERTS

REQUIREMENTS

- **Quantity** ▶ 38,000 (includes overage)
- **Paper stock** ▶ Heaviest: 80-lb text; Lightest: 60-lb text
- Inserts of 4 pages or more should be supplied folded and/or tipped.
- Journal jogs to head.

AD RATES

Earned Frequency	1 page
1×	\$7,069
6×	5,248
12×	4,911
24×	4,804
36×	4,677
48×	4,539
60×	4,493
72×	4,427
84×	4,304
96×	4,167
108×	4,039
120×	3,917
132×	3,789
144×	3,667
156×	3,545

DUE DATES

Year	Month	Commitment	Materials to Printer
2016	December	11-4-16	11-22-16
2017	January	12-5-16	12-22-16
	February	1-5-17	1-20-17
	March	2-6-17	2-22-17
	April	3-6-17	3-22-17
	May	4-5-17	4-21-17
	June	5-5-17	5-22-17
	July	6-6-17	6-22-17
	August	7-5-17	7-21-17
	September	8-4-17	8-22-17
	October	9-5-17	9-22-17
	November	10-5-17	10-20-17
	December	11-6-17	11-22-17
2018	January	12-5-17	12-22-17

RUN-OF-BOOK

AD RATES

Earned Frequency	½ page	1 page
1×	\$4,192	\$7,069
6×	3,570	5,248
12×	3,300	4,911
24×	3,147	4,804
36×	3,106	4,677
48×	3,035	4,539
60×	3,014	4,493
72×	2,984	4,427
84×	2,922	4,304
96×	2,861	4,167
108×	2,820	4,039
120×	2,744	3,917
132×	2,657	3,789
144×	2,565	3,667
156×	2,479	3,545

DUE DATES

Year	Month	Commitment	Materials to Publisher
2016	December	11-4-16	11-11-16
2017	January	12-5-16	12-12-16
	February	1-5-17	1-12-17
	March	2-6-17	2-13-17
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	May	4-5-17	4-12-17
	June	5-5-17	5-12-17
	July	6-6-17	6-12-17
	August	7-5-17	7-12-17
	September	8-4-17	8-11-17
	October	9-5-17	9-12-17
	November	10-5-17	10-12-17
	December	11-6-17	11-13-17
2018	January	12-5-17	12-12-17

COLOR RATES Four colors ▶ \$2,150 per page Standard color ▶ \$590 C, M, or Y (commissionable) Matched colors ▶ For cost of matched colors, contact David Twombly at dtwombly@psychiatrist.com or 901-273-2754.

PREMIUM POSITIONS (commissionable)*

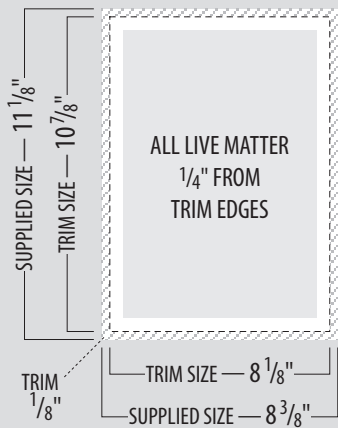
Shown as % of earned rate for 1 BW page.

Position	Rate
2nd Cover	35%
Preceding and Adjacent to TOC	20%
Following and Adjacent to TOC	20%
4th Cover	50%

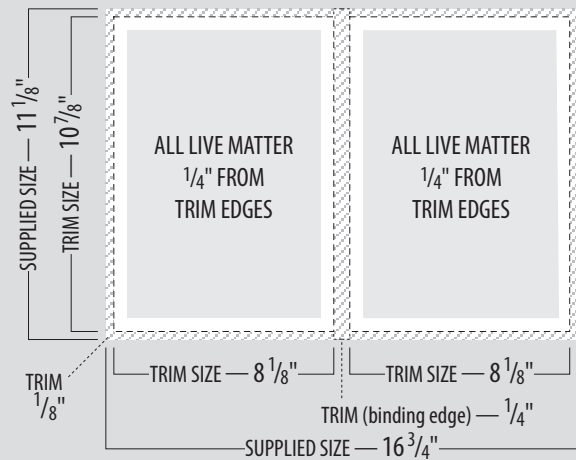
*See COVER TIPS and NEGOTIATED POSITIONS (left) for other advertising opportunities.

RUN-OF-BOOK REQUIREMENTS

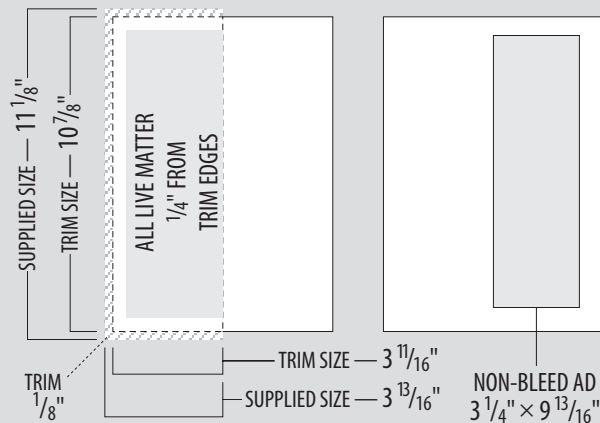
FULL PAGE



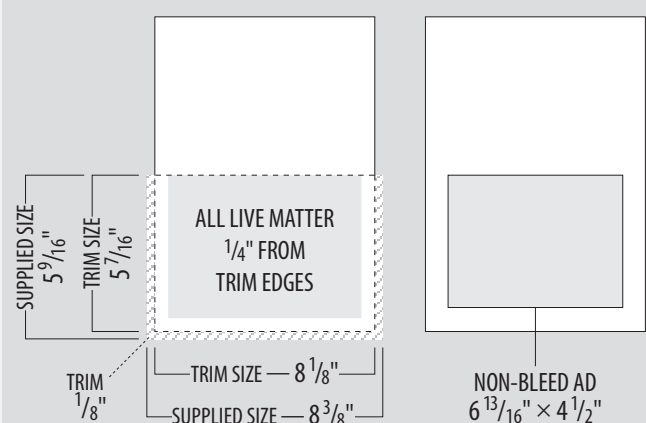
SPREAD



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL



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

Year	Issue Month	Materials to Publisher
2016	December	11-11-16
2017	January	12-12-16
	February	1-12-17
	March	2-13-17
	April	3-13-17
	May	4-12-17
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	September	8-11-17
	October	9-12-17
	November	10-12-17
	December	11-13-17
2018	January	12-12-17

CONTACT & SHIPPING INFORMATION

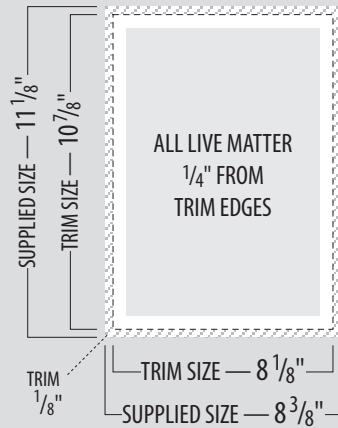
Disk ▶ David Twombly
Physicians Postgraduate Press, Inc.
850 Ridge Lake Blvd, Suite 300
Memphis, TN 38120
e-mail: dtwombly@psychiatrist.com
Phone: 901-273-2754
Fax: 901-273-2752

E-mail ▶ David Twombly
dtwombly@psychiatrist.com

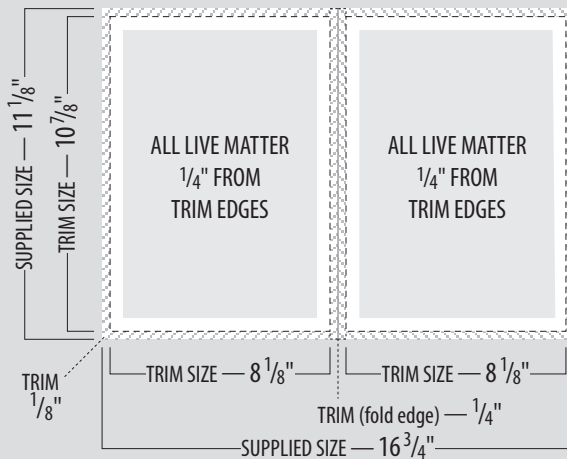
If you do not receive a confirmation for e-mailed material, call Sarah Brown at 901-273-2709.

INSERT REQUIREMENTS

2 PAGE, SINGLE LEAF



4 OR MORE PAGES



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

DUE DATES

Year	Issue Month	Materials to Printer
2016	December	11-22-16
2017	January	12-22-16
	February	1-20-17
	March	2-22-17
	April	3-22-17
	May	4-21-17
	June	5-22-17
	July	6-22-17
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	October	9-22-17
	November	10-20-17
	December	11-22-17
2018	January	12-22-17

CONTACT & SHIPPING INFORMATION

EXTENSIONS ▶

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

Secondary Contact:

Sarah Brownd
e-mail: sbrownd@psychiatrist.com
Phone: 901-273-2709
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.