



**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, dementia, 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.

**IMPACT FACTOR (IF) and READERSHIP**

**IF** ▶ JCP is the third most cited psychiatric journal in the world with an IF of 5.533 (December 2008, Journal Citation Reports).

**Readership** ▶ JCP ranks highest in total number of office- and hospital-based average issue readers of psychiatric journals (June 2009, Focus® Readership Study). More psychiatrists report receiving JCP than any other psychiatry journal, and it is the best-read scientific journal in the field.

**INDEXING**

JCP is indexed in MEDLINE, Excerpta Medica, Psychological Abstracts, Current Contents, Science Citation Index, Hospital Literature Index, Biological Abstracts, Cumulative Index to Nursing and Allied Health Literature, International Nursing, Industrial Medicine, Chemical Abstracts, and Adolescent Mental Health Abstracts.

**ASSOCIATION**

JCP is the official journal of the American Society of Clinical Psychopharmacology. The ASCP, founded in 1992, is a group of nearly 800 physicians who study and practice psychopharmacology and advocate for psychopharmacology and clinical research, consisting of doctoral-level investigators of clinical psychopharmacology or pharmacology.

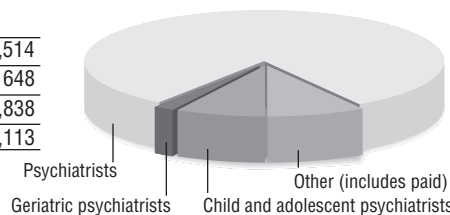
**CIRCULATION**

Qualified recipients include psychiatrists in direct patient care (office, hospital, and military settings), residents, US and non-US paid subscribers, and others allied to the field of psychiatry.

	Recipients	Qualified	Non-Qualified
<b>Total</b>	35,588	35,113*	475

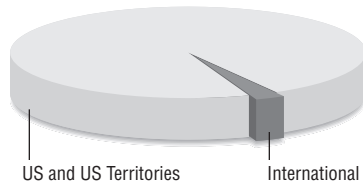
**BREAKDOWN BY SPECIALTY**

Psychiatrists	28,514
Geriatric psychiatrists	648
Child and adolescent psychiatrists	2,838
Other (includes paid)	3,113



**BREAKDOWN BY GEOGRAPHY**

US and US Territories	34,222
International	891



\* Source: BPA Circulation Statement June 2009. Circulation verification by BPA Worldwide. For semiannual circulation update, go to [www.bpaww.com](http://www.bpaww.com).



**RATE CARD CONTENTS**

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**SUBSCRIPTIONS**

**SUBSCRIPTION RATES (US \$)**

Subscription Rates Based on a 12-Month Period

**Individual Subscriptions**

<b>US</b>	Print + Online	\$156
	Online Only	\$86
<b>International</b>	Print + Online	\$207
	Online Only	\$86

**REPRINTS**

Advertisers may purchase reprints only from the publisher. Contact Maureen Bunner-Hunsucker at [mhunsucker@psychiatrist.com](mailto:mhunsucker@psychiatrist.com).

**CONTACTS**

**STAFF** Editor in Chief **Alan J. Gelenberg, MD**  
*President and CEO  
Healthcare Technology Systems  
Madison, Wisconsin*

Publisher **John S. Shelton, PhD**

**ADVERTISING CONTACT** **John S. Shelton, PhD**  
*Physicians Postgraduate Press, Inc.  
850 Ridge Lake Blvd, Suite 300  
Memphis, TN 38120*

E-mail: [jshelton@psychiatrist.com](mailto:jshelton@psychiatrist.com)  
Phone: 901-273-2701  
Fax: 901-273-2767

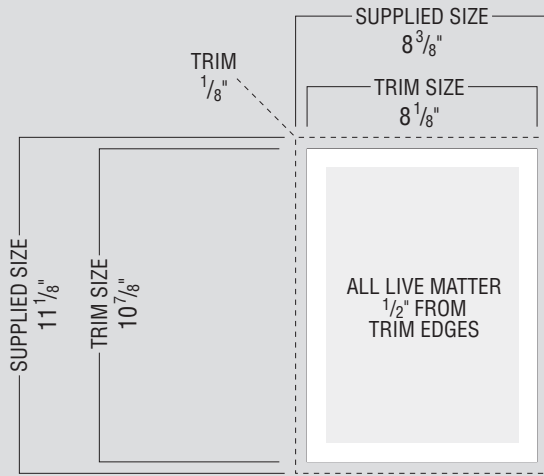
**CONTACTS FOR AD SPECS AND PUBLISHING EXTENSION DATES**

Primary Contact **David Twombly**  
E-mail: [dtwombly@psychiatrist.com](mailto:dtwombly@psychiatrist.com)  
Phone: 901-273-2754

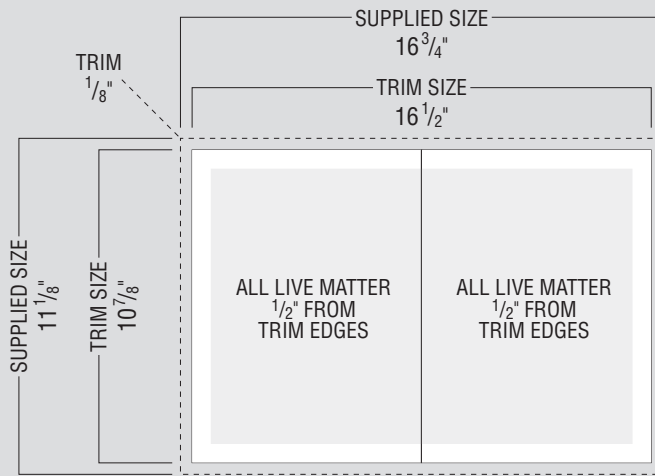
Secondary Contact **Lori McStay**  
E-mail: [lmestay@psychiatrist.com](mailto:lmestay@psychiatrist.com)  
Phone: 901-273-2757

**INSERT REQUIREMENTS**

**2 PAGE, SINGLE LEAF**



**4 OR MORE PAGES**



**OTHER SPECIFICATIONS**

**Quantity Required**

- 40,000 (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**  
**Lori McStay**  
e-mail: lmcstay@psychiatrist.com  
Phone: 901-273-2752

**DUE DATES**

Year	Issue Month	Materials to Printer
2009	December	11-25-09
2010	January	12-22-09
	February	1-22-10
	March	2-22-10
	April	3-22-10
	May	4-21-10
	June	5-21-10
	July	6-22-10
	August	7-22-10
	September	8-20-10
	October	9-22-10
	November	10-22-10
	December	11-22-10
2011	January	12-22-10

**CONTACT & SHIPPING INFORMATION**

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

Secondary Contact:  
**Lori McStay**  
e-mail: lmcstay@psychiatrist.com  
Phone: 901-273-2757  
Fax: 901-273-2752

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

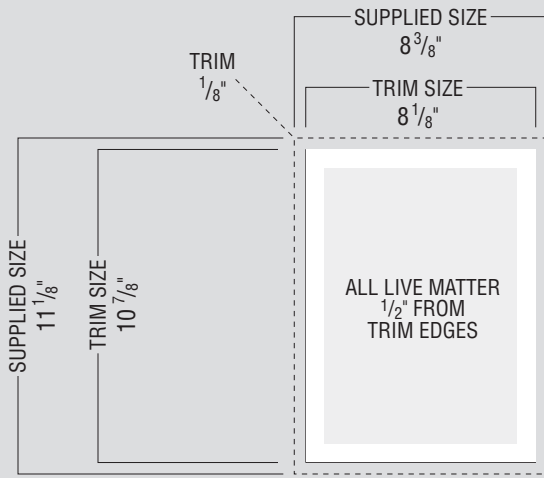
**Label Skids ▶** Each box must be marked with the following information:

- Journal name: *Journal of Clinical Psychiatry*
- Month of insertion
- Product name

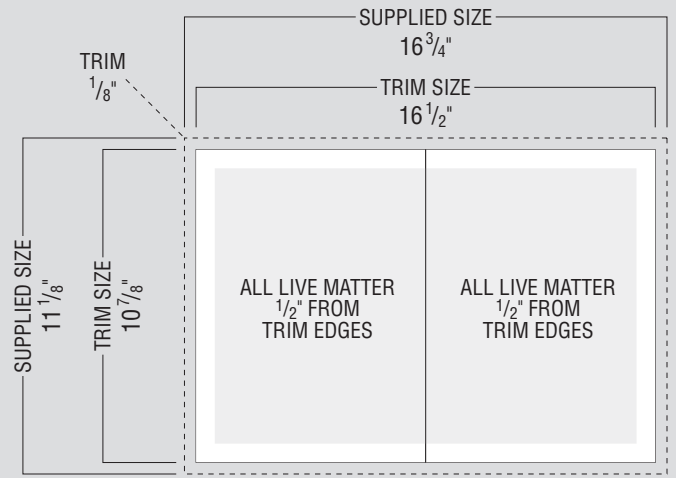
**Note ▶** The printer will reject inserts shipped COD.

**RUN-OF-BOOK REQUIREMENTS**

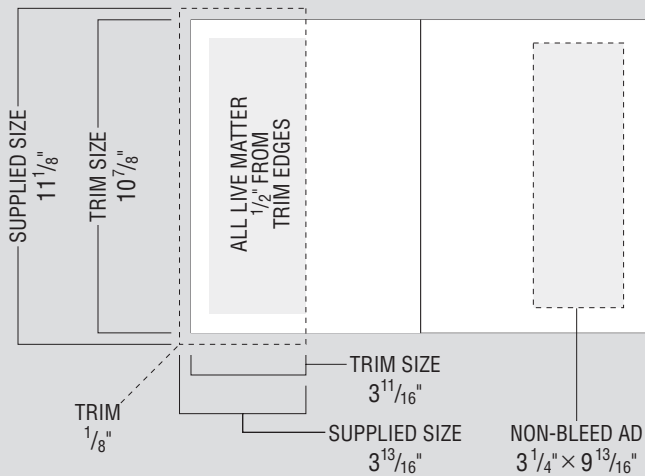
**FULL PAGE**



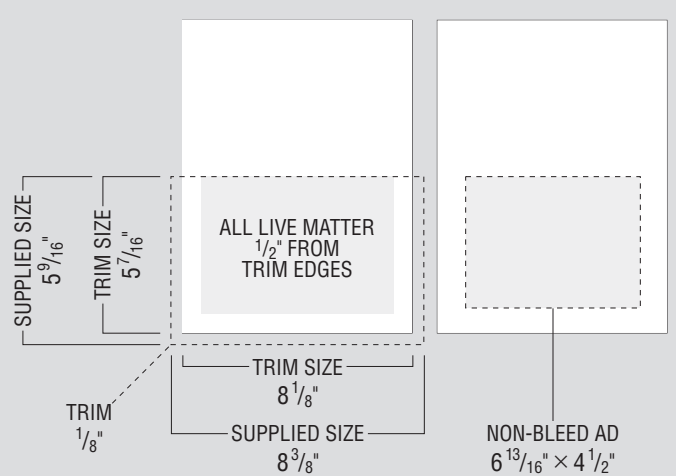
**SPREAD**



**HALF PAGE VERTICAL**



**HALF PAGE HORIZONTAL**



**ELECTRONIC FILE INFORMATION**

- ELECTRONIC FILES ▶**
- Format specifications ▶** All disk or e-mailed ads should be submitted as PDFs, fonts embedded.
  - Maximum density ▶** 350%
  - Rotation of colors ▶** KCMY
  - Note ▶** The materials supplier is responsible for having all links up-to-date in the electronic files prior to burning the CD or sending by e-mail.
- ACCEPTABLE MEDIA ▶** Disk or e-mail, with a pressmatch provided for color ads.

**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 **Lori McStay** at **901-273-2757**.

**DUE DATES**

Year	Issue Month	Materials to Publisher
2009	December	11-11-09
2010	January	12-11-09
	February	1-10-10
	March	2-12-10
	April	3-12-10
	May	4-12-10
	June	5-12-10
	July	6-11-10
	August	7-12-10
	September	8-12-10
	October	9-10-10
	November	10-12-10
	December	11-12-10
2011	January	12-10-10

**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.

**INSERTS**

**REQUIREMENTS**

- **Quantity:** 40,000 (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
1x	\$5,975
6x	4,429
12x	4,147
24x	4,058
36x	3,947
48x	3,835
60x	3,787
72x	3,738
84x	3,628
96x	3,516
108x	3,411
120x	3,305
132x	3,199
144x	3,095
156x	2,989

**DUE DATES**

Year	Month	Commitment	Materials to Printer
2009	December	11-5-09	11-25-09
	2010	January	12-4-09
	February	1-5-10	1-22-10
	March	2-5-10	2-22-10
	April	3-5-10	3-22-10
	May	4-5-10	4-21-10
	June	5-5-10	5-21-10
	July	6-4-10	6-22-10
	August	7-5-10	7-22-10
	September	8-5-10	8-20-10
	October	9-3-10	9-22-10
	November	10-5-10	10-22-10
	December	11-5-10	11-22-10
2011	January	12-6-10	12-22-10

**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:** \$112.72

**Frequency**

- Calculated on the number of ad pages, eg, a 2-page ad that runs in 3 issues achieves the 6x 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.

**NEGOTIATED POSITIONS**

Contact dtwombly@psychiatrist.com for information/rates in regard to any negotiated positions, which include:

- Cover tips
- Business reply cards
- Polybag advertising

**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**

**PREMIUM POSITIONS (COMMISSIONABLE)\***

**5 Up-front & cover positions**

**Rate:** 25% over the earned single-page black-and-white rate

- Cover 2
- Between Masthead and Table of Contents
- Between Table of Contents and CME Pretest
- Adjacent to first Editorial (immediately after CME Pretest)
- Cover 4 (no premium for Cover 3)

**1 Back-of-book position**

**Rate:** 15% over the earned single-page black-and-white rate

- Adjacent to CME posttest

**COLOR RATES (COMMISSIONABLE):**

**Four colors:** \$1,345 per page

**Standard color:** \$502 C, M, or Y

**Matched colors:** For cost of matched colors, contact David Twombly at dtwombly@psychiatrist.com or 901-273-2754.

**AD RATES**

Earned Frequency	1/2 page	1 page
1x	\$3,540	\$5,975
6x	3,015	4,429
12x	2,783	4,147
24x	2,660	4,058
36x	2,617	3,947
48x	2,561	3,835
60x	2,540	3,787
72x	2,516	3,738
84x	2,466	3,628
96x	2,416	3,516
108x	2,378	3,411
120x	2,314	3,305
132x	2,240	3,199
144x	2,165	3,095
156x	2,092	2,989

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	October	9-3-10	9-10-10
	November	10-5-10	10-12-10
	December	11-5-10	11-12-10
2011	January	12-6-10	12-10-10

\*See NEGOTIATED POSITIONS (above right) for other advertising opportunities.