

# 2010 Classified Ads Rate Sheet

*The Journal of Clinical Psychiatry* places Print ads adjacent to editorial material in the journal or posts ads on its Web site under the Classifieds link from the Home page.

**Contact:** Once you've decided to place your ad, or if you have more questions or would like to see some samples of ads that have been created by the journal's Media staff, contact [journalads@psychiatrist.com](mailto:journalads@psychiatrist.com).

## Types

- Print ads run in 1 issue
- Web postings are available for 2 months

## Cost per Ad

- Print cost for a black-and-white (BW) ad: half page = **\$3540**, full page = **\$5975**
- Print cost for a 4-color (4C) ad: half page = **\$4885**, full page = **\$7320**
- Web cost posting if supplied as a BW or 4C PDF or Word document: **\$530**
- Composition cost, i.e., if ad needs to be composed by the journal: Add **\$239** to one of the prices above. (The ad only needs to be composed once to apply to Print and Web.) No extra charge for logo placement (see below for requirements).

## Sizes

- Print:
  - Half-page horizontal: 6-13/16 inches wide × 4-1/2 inches high
  - Half-page vertical: 3-1/4 inches wide × 9-3/16 inches high
  - Full page: 8-1/8 inches wide × 10-7/8 inches high, with all live matter 1/2 inch from the edge
- Web:

No size or color limitation for a single-page ad. When designing the ad, take into account the size limitations of onscreen viewing and a single sheet of paper if the reader prints the ad.

## File Formats

- Print or Web ads to be published as supplied (i.e., no composition needed):
  - PDF or Word document
    - \* All fonts should be embedded.
    - \* For Web postings, all links that need to be created, like an e-mail address or a Web site, should appear as linkable in the file, e.g., underlined or in color or both.
- Print or Web ads that will need to be composed:
  - Can be supplied as a Word or RTF file or simply typed in an e-mail
  - Any logos to be included should be sent as the following:
    - For Print: 300 dpi or greater TIF, JPG, GIF, or EPS files
    - For Web: 72 dpi GIF or JPG files
    - As a last resort: The journal's Media staff can capture a logo from a Web site or scan a supplied copy, like from letterhead, but the resolution of the logo will not be high.