

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

DUE DATES

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	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.