

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	\$6,155
6x	4,565
12x	4,275
24x	4,180
36x	4,065
48x	3,950
60x	3,905
72x	3,850
84x	3,740
96x	3,625
108x	3,515
120x	3,405
132x	3,295
144x	3,190
156x	3,080

DUE DATES

Year	Month	Commitment	Materials to Printer
2011	December	11-4-11	11-22-11
2012	January	12-5-11	12-22-11
	February	1-5-12	1-20-12
	March	2-6-12	2-22-12
	April	3-5-12	3-22-12
	May	4-5-12	4-20-12
	June	5-4-12	5-22-12
	July	6-5-12	6-22-12
	August	7-5-12	7-20-12
	September	8-6-12	8-22-12
	October	9-5-12	9-21-12
	November	10-5-12	10-22-12
	December	11-5-12	11-22-12
2013	January	12-5-12	12-21-12

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** ▶ \$116.11

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 and 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)*

Position	Rate
2nd Cover	25%
Preceding TOC	20%
Following TOC	20%
Preceding CME Section	15%
Following CME Section	15%
4th Cover	50%

Shown as % of earned rate for 1 BW page

COLOR RATES (commissionable):

Four colors ▶ \$1,845 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	\$3,650	\$6,155
6x	3,105	4,565
12x	2,870	4,275
24x	2,740	4,180
36x	2,700	4,065
48x	2,640	3,950
60x	2,620	3,905
72x	2,595	3,850
84x	2,540	3,740
96x	2,490	3,625
108x	2,450	3,515
120x	2,385	3,405
132x	2,310	3,295
144x	2,230	3,190
156x	2,155	3,080

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