

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

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	August	7-5-17	7-12-17
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	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)*

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.