

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 David Twombly (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** ▶ \$139.53

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.

OUTSERTS

- **Cost for standard outsert** (less than 3.3 oz, runs behind journal in polybag) ▶ \$30,000 (net).
- For nonstandard outserts, contact Nick Luciano (journalads@psychiatrist.com; 201-317-3211).

COVER TIPS

- **Cost for single-leaf, 1-sided cover tip** ▶ \$25,000 (net).
- For specifications or for other creative applications to cover tips (eg, PI insertions, multiple pages, wafer seals, gatefolds) or other print opportunities (eg, belly bands), please contact Nick Luciano (journalads@psychiatrist.com; 201-317-3211) and supply an example.

PREMIUM POSITIONS (commissionable)

| Position | Rate* |
|-------------------------------|-------|
| 2nd Cover | 35% |
| Preceding and Adjacent to TOC | 20% |
| Following and Adjacent to TOC | 20% |
| 4th Cover | 50% |

*Shown as % of earned rate for 1 BW page.

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 level 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.

NONCOMMISSIONABLE COSTS

Contact Nick Luciano for details (journalads@psychiatrist.com; 201-317-3211)

- Split-run production charges (premium positions are not available for split runs within the US circulation)
- List-match fees
- Production fees for ads that need special consideration (these charges will be discussed with the agency during the planning stages)

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× | \$7,140 |
| 6× | 5,300 |
| 12× | 4,960 |
| 24× | 4,852 |
| 36× | 4,724 |
| 48× | 4,584 |
| 60× | 4,538 |
| 72× | 4,471 |
| 84× | 4,374 |
| 96× | 4,209 |
| 108× | 4,079 |
| 120× | 3,956 |
| 132× | 3,827 |
| 144× | 3,704 |
| 156× | 3,580 |

DUE DATES

| | Commitment | Materials to Printer |
|-------------------|------------|----------------------|
| 2017 | | |
| November/December | 11-13-17 | 11-27-17 |
| 2018 | | |
| January/February | 1-15-18 | 1-29-18 |
| March/April | 3-12-18 | 3-30-18 |
| May/June | 5-14-18 | 5-30-18 |
| July/August | 7-13-18 | 7-30-18 |
| September/October | 9-14-18 | 9-28-18 |
| November/December | 11-12-18 | 11-30-18 |
| 2019 | | |
| January/February | 1-14-19 | 1-30-19 |

RUN-OF-BOOK

AD RATES

| Earned Frequency | ½ page | 1 page |
|------------------|---------|---------|
| 1× | \$4,264 | \$7,140 |
| 6× | 3,606 | 5,300 |
| 12× | 3,333 | 4,960 |
| 24× | 3,178 | 4,852 |
| 36× | 3,137 | 4,724 |
| 48× | 3,065 | 4,584 |
| 60× | 3,044 | 4,538 |
| 72× | 3,014 | 4,471 |
| 84× | 2,951 | 4,374 |
| 96× | 2,890 | 4,209 |
| 108× | 2,848 | 4,079 |
| 120× | 2,771 | 3,956 |
| 132× | 2,684 | 3,827 |
| 144× | 2,591 | 3,704 |
| 156× | 2,504 | 3,580 |

DUE DATES

| | Commitment | Materials to Publisher |
|-------------------|------------|------------------------|
| 2017 | | |
| November/December | 11-13-17 | 11-20-17 |
| 2018 | | |
| January/February | 1-15-18 | 1-22-18 |
| March/April | 3-12-18 | 3-19-18 |
| May/June | 5-14-18 | 5-21-18 |
| July/August | 7-13-18 | 7-20-18 |
| September/October | 9-14-18 | 9-19-18 |
| November/December | 11-12-18 | 11-19-18 |
| 2019 | | |
| January/February | 1-14-19 | 1-21-19 |

COLOR RATES (commissionable)

- **Four colors** ▶ \$2,172 per page
- **Standard color** ▶ \$596 C, M, or Y
- **Matched colors** ▶ For cost of matched colors, contact David Twombly (dtwombly@psychiatrist.com or 901-273-2754).