

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** ▶ \$139.07

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.

OUTSERTS

- **Cost for standard outsert** (less than 3.3 oz, runs behind journal in polybag) ▶ \$30,000 (net).
- For nonstandard outserts, contact Jane Liss (journalads@psychiatrist.com; 732-890-9812).

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 Jane Liss (journalads@psychiatrist.com; 732-890-9812) 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 24x 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:

- A. 25% or less of the publication's circulation** ▶ Rate is 50% of the full-run cost plus full color charges.
- B. 26% to 50% of the publication's circulation** ▶ Rate is 60% of the full-run cost plus full color charges.
- C. Greater than 50% of the publication's circulation** ▶ Rate is 100% of the full-run cost plus full color charges.

NONCOMMISSIONABLE COSTS

Contact Jane Liss for details (journalads@psychiatrist.com; 732-890-9812)

- 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
1x	\$4,949
6x	4,818
12x	4,676
24x	4,629
36x	4,560
48x	4,461
60x	4,293
72x	4,161
84x	4,035
96x	3,904

DUE DATES

	Commitment	Materials to Printer
2019		
November/December	11-13-19	11-30-19
2020		
January/February	1-14-20	1-30-20
March/April	3-13-20	3-30-20
May/June	5-13-20	5-29-20
July/August	7-13-20	7-30-20
September/October	9-14-20	9-30-20
November/December	11-13-20	12-2-20
2021		
January/February	1-14-21	1-30-21

RUN-OF-BOOK

AD RATES

Earned Frequency	½ page	1 page
1x	\$2,949	\$4,949
6x	2,860	4,818
12x	2,774	4,676
24x	2,691	4,629
36x	2,610	4,560
48x	2,532	4,461
60x	2,456	4,293
72x	2,382	4,161
84x	2,310	4,035
96x	2,241	3,904

DUE DATES

	Commitment	Materials to Publisher
2019		
November/December	11-13-19	11-20-19
2020		
January/February	1-14-20	1-21-20
March/April	3-13-20	3-20-20
May/June	5-13-20	5-20-20
July/August	7-13-20	7-20-20
September/October	9-14-20	9-21-20
November/December	11-13-20	11-20-20
2021		
January/February	1-14-21	1-21-21

COLOR RATES (commissionable)

- **Four colors** ▶ \$1,500 per page
- **Standard color** ▶ \$400 C, M, or Y
- **Matched colors** ▶ For cost of matched colors, contact David Twombly (dtwombly@psychiatrist.com or 901-273-2754).