

## 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 ([journalads@psychiatrist.com](mailto:journalads@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** ▶ \$139.17

### 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.

### OUTSERTS

- **Cost for standard outsert** (less than 3.3 oz, runs behind journal in polybag) ▶ \$30,000 (net).
- For nonstandard outserts, contact David Twombly ([journalads@psychiatrist.com](mailto:journalads@psychiatrist.com); 901-273-2754).

### 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 David Twombly ([journalads@psychiatrist.com](mailto:journalads@psychiatrist.com); 901-273-2754) 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 David Twombly for details ([journalads@psychiatrist.com](mailto:journalads@psychiatrist.com); 901-273-2754)

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

### DUE DATES

	Commitment	Materials to Printer
<b>2020</b>		
November/December	11-13-20	12-2-20
<b>2021</b>		
January/February	1-14-21	1-30-21
March/April	3-12-21	3-30-21
May/June	5-13-21	5-31-21
July/August	7-13-21	7-30-21
September/October	9-13-21	9-30-21
November/December	11-12-21	11-30-21
<b>2022</b>		
January/February	1-13-22	1-31-22

## RUN-OF-BOOK

### AD RATES

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

### DUE DATES

	Commitment	Materials to Publisher
<b>2020</b>		
November/December	11-13-20	11-20-20
<b>2021</b>		
January/February	1-14-21	1-20-21
March/April	3-12-21	3-22-21
May/June	5-13-21	5-20-21
July/August	7-13-21	7-20-21
September/October	9-13-21	9-20-21
November/December	11-12-21	11-19-21
<b>2022</b>		
January/February	1-13-22	1-21-22

### 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 ([journalads@psychiatrist.com](mailto:journalads@psychiatrist.com) or 901-273-2754).