

## Web Ads

Updated 10/2016

### AUDIENCE

<b>Registered Users</b>	96,500
<b>US Residency</b>	60%
<b>Professions</b>	Psychiatrists 45%
	Primary Care Physicians 11%
	Pharmacists 7%
	Nurses 5%
	Other 30%
<b>Third Party</b>	Yes (DFP)
<b>Lead Time</b>	5 business days

### PLACEMENTS

POSITION	AVAILABLE	SIZES	SIZE DESCRIPTION
<b>Top</b>	1	728 x 90	Leaderboard
<b>Right</b>	2	160 x 600	Wide Skyscraper
	3	300 x 600	Half Page
<b>Foot</b>	1	728 x 90	Leaderboard
	1	300 x 250	Medium Rectangle
<b>Mobile</b>	1	300 x 50	Smartphone

### PERFORMANCE

	MONTHLY
<b>Web Ad Inventory (U.S. Only)</b>	<b>250,000</b>
<b>Unique Visitors</b>	90,000
<b>Visits</b>	140,000
<b>Page Views</b>	1,100,000

### SPECIFICATIONS

<b>File Size</b>	50kb
<b>Geotargeting Level (most specific)</b>	Metro
<b>File Types</b>	jpg, gif, animated gif, swf (flash)
<b>Third Party</b>	Yes (DFP)
<b>Lead Time</b>	5 business days

### MAIN PAGES

Psychiatrist.com is one of the most popular psychiatric sites\* since it is home to *The Journal of Clinical Psychiatry*, *The Primary Care Companion for CNS Disorders*, *The CME Institute*, and *NeurologyKnowledge.com*.

Visitors can access:

- Original clinical articles
- Tables of content for *The Journal of Clinical Psychiatry* and *The Primary Care Companion for CNS Disorders*
- Ahead of print articles
- Indices of articles and activities in the CNS arena
- Information for authors
- Online CME

The screenshot displays the Psychiatrist.com homepage. At the top, there's a navigation bar with links to JCP, PCC, CME Institute, Neurology Knowledge, and CNS Job Market. A large yellow banner at the top center reads 'TOP 728x90'. Below this is the main header with the site logo and a search bar. The main content area features a 'Our Websites' section with a slider for 'The Journal of Clinical Psychiatry'. Below the slider are four featured article boxes with titles like 'Cognitive Reactivity and Relapse in MDD' and 'Outcomes of Inpatient Treatment for Dementia'. There are also sections for 'Podcast' and 'Blog'. On the right side, there are vertical yellow banners for 'RIGHT 160x600' and 'RIGHT 300x250'. The footer contains 'Information Links', 'Help', and 'Our Family of Sites'.

### ELECTRONIC ADVERTISING POLICY

Please view our Electronic Advertising Policy at [www.psychiatrist.com/advertisers/onlineadpolicy.pdf](http://www.psychiatrist.com/advertisers/onlineadpolicy.pdf)

\*Spring 2015, Focus™ custom study



**E-Lerts™ (Newsletter Ads)**

Updated 10/2016

**VARIETIES**

<b>Daily</b>	New content and activities available on our site.
<b>Weekly OAP</b>	Ahead of Print offerings
<b>Monthly TOC</b>	Preview of <i>J Clin Psychiatry</i> table of contents.
<b>PCC</b>	New content and activities available at our online journal, <i>The Primary Care Companion for CNS Disorders</i> , including periodic TOC E-Lerts for PCC

**PERFORMANCE**

<b>Each Send†</b>	Daily	42,800 +
	Weekly OAP	42,800 +
	Monthly TOC	42,800 +
	PCC E-Lerts (3x weekly)	17,300 +
<b>Total Monthly Sends†</b>		1,406,000 +
<b>All Opt-in?</b>		Yes
<b>Open Rate</b>		10%

**PLACEMENTS**

POSITION	AVAILABLE	SIZE	SIZE DESCRIPTION
<b>Top</b>	1 per send	728x90	Leaderboard

**SPECIFICATIONS**

<b>File Size</b>	50kb
<b>Geotargeting Level</b> (most specific)	State/Region
<b>File Types</b>	.jpg, .gif, .png, animated .gif
<b>Third Party</b>	Yes
<b>Lead Time</b>	5 business days
<b>Splits/Matched Lists</b>	Special pricing applies - inquire

**ELECTRONIC ADVERTISING POLICY**

Please view our Electronic Advertising Policy at [www.psychiatrist.com/advertisers/onlineadpolicy.pdf](http://www.psychiatrist.com/advertisers/onlineadpolicy.pdf)

**E-Lert™**

**TOP**  
728x90

PSYCHIATRIST.COM

**THE JOURNAL OF CLINICAL PSYCHIATRY**  
THE OFFICIAL JOURNAL OF THE AMERICAN SOCIETY OF CLINICAL PSYCHOPHARMACOLOGY

VOLUME 77, NUMBER 9      SEPTEMBER 2016      PSYCHIATRIST.COM

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**CME ARTICLE**

**The Perinatal Depression Treatment Cascade: Baby Steps Toward Improving Outcomes**  
*Elizabeth Q. Cox, Nathaniel A. Sowa, Samantha E. Meltzer-Brody, and Bradley N. Gaynes*  
 [Full Text] [Audio summary] [CME Activity]

**ORIGINAL RESEARCH**

**Temporal Association Between Nonfatal Self-Directed Violence and Tree and Grass Pollen Counts**  
*Heekyung Jeon-Slaughter, Cynthia A. Claassen, David A. Khan, Perry Mihalakos, Kevin B. Lee, and E. Sherwood Brown*  
 [Full Text] [Audio summary]

**A Randomized Controlled Clinical Trial of the Strength at Home Men's Program for Partner Violence in Military Veterans**  
*Casey T. Taft, Alexandra Macdonald, Suzannah K. Creech, Candice M. Monson, and Christopher M. Murphy*  
 [Full Text] [Audio summary]

**Methylphenidate in Pregnancy: A Multicenter, Prospective, Comparative, Observational Study**  
*Orna Divy-Citrin, Svetlana Shechtman, Judy Arnon, Rebecka Wajnberg, Cornelia Borisch, Evelyn Beck, Jonathan Luke Richardson, Pina Bozzo, Irena Nulman, and Asher Ornoy*  
 [Full Text] [Audio summary]

**Observational Evidence for Buprenorphine's Impact on Posttraumatic Stress Symptoms in Veterans With Chronic Pain and Opioid Use Disorder**  
*Karen H. Seel, Shira Maguen, Daniel Bertenthal, Steven L. Batki, Joan Striebel, Murray B. Stein, Erin Madden, and Thomas C. Neylan*  
 [Full Text] [Audio summary]

**Developing a Digital Medicine System in Psychiatry: Ingestion Detection Rate and Latency Period [FREE]**  
*Deborah Profit, Shashank Rohatagi, Cathy Zhao, Ainslie Hatch, John P. Docherty, and Timothy S. Peters-Strickland*  
 [Full Text] [Audio summary]

**Optimization of a Digital Medicine System in Psychiatry [FREE]**  
*Shashank Rohatagi, Deborah Profit, Ainslie Hatch, Cathy Zhao, John P. Docherty, and Timothy S. Peters-Strickland*  
 [Full Text] [Audio summary]

**Ethnic Differences in Mental Illness Severity: A Population-Based Study of Chinese and South Asian Patients in Ontario, Canada**  
*Maria Chiu, Michael Lebenbaum, Alice M. Newman, Juveria Zaheer, and Paul Kurdyak*  
 [Full Text] [Audio summary]

**Selective Serotonin Reuptake Inhibitors Decrease Pancreatic Insulin Secretion in Older Adults and Increase the Risk of Insulin Dependence in Type 2 Diabetes Patients**  
*Raymond Noordam, Nikkie Aarts, Robin P. Peeters, Albert Hofman, Bruno H. Stricker, and Loes E. Visser*  
 [Full Text]

**Determination of Adherence Profiles in Schizophrenia Using Self-Reported Adherence: Results From the FACE-SZ Dataset**  
*David Misdrahi, Amaud Tessier, Joel Swendsen, Fabrice Berna, Lore Brunel, Delphine Copdevielle, Isabelle Chereau, Jean-Marie Danion, Marie De Pradier, Jean-Michel Dorey, Caroline Dubertret, Julien Dubreucq, Catherine Faget, Franck Gabayet, Romain Rey, Raphaëlle Richieri, Christine Passeneux, Aurélie Schandrin, Franck Schurhoff, Anne Marie Tronche, Mathieu Urbach, Pierre Michel Llorca, and Guillaume Fond for the FACE-SZ (FondaMental Academic Centers of Expertise for Schizophrenia) Group*  
 [Full Text] [Audio summary]

†Opt-in E-Lert™ recipients all receive Daily, biweekly OAP, and Monthly E-TOC E-Lerts™. Send statistics are approximate.