



## Web Ads

### AUDIENCE

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

### PLACEMENTS

POSITION	SIZES	DESCRIPTION
Top	728 x 90	Leaderboard
Sides	160 x 600	Wide Skyscraper
	300 x 600	Half Page
	300 x 250	Medium Rectangle
Foot	728 x 90	Leaderboard
Mobile	300 x 50	Smartphone

### PERFORMANCE

	MONTHLY
Web Ad Inventory (U.S. Only)	250,000
Unique Visitors	90,000
Visits	140,000
Avg. Visit Duration	13:30
Page Views	1,100,000

### SPECIFICATIONS

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

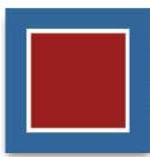
### MAIN PAGES

- Psychiatrist.com
- The Journal of Clinical Psychiatry
- CME Institute
- Primary Care Companion for CNS Disorders

The screenshot displays the Psychiatrist.com website interface. At the top, there is a navigation bar with links for 'Psychiatrist.com', 'JCP', 'PCC', 'CME Institute', and 'CNS Job Market'. A search bar and social media icons are also present. The main header features the 'PSYCHIATRIST.COM' logo and a 'TOP 728x90' banner. Below the header, there are sections for 'Our Websites' (The Journal of Clinical Psychiatry), 'Featured' articles (including 'Brief Contact Interventions as Suicide Prevention Strategies', 'Emergency Department Wait Times for Geriatric Patients', 'Cognitive Impairment in Depression', and 'Treatment of Manic Delirium in Bipolar Disorder'), 'Curated Collections', 'Podcast', and 'Blog'. The footer contains 'Information Links', 'Help', and 'Our Family of Sites'.

**RIGHT**  
 160x600

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



**Elerts™** (Newsletter Ads)

**VARIETIES**

<b>Daily</b>	New content and activities available on our site.
<b>JCP Weekly</b>	TOC of articles published each week.
<b>Bimonthly 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 Elerts for PCC

**PERFORMANCE**

<b>Each Send<sup>†</sup></b>	JCP/CME Daily	29,700 +
	JCP Weekly	29,700 +
	Bimonthly TOC	29,700 +
	PCC Elerts (3x weekly)	16,000 +
<b>Total Monthly Sends<sup>†</sup></b>		40 +
<b>All Opt-in?</b>		Yes
<b>Open Rate</b>		21%
<b>Click-Through Rate (CTR)</b>		4%

**PLACEMENTS**

POSITION	AVAILABLE	SIZE	DESCRIPTION
<b>Top</b>	1 per send	728 x 90	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>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)

**Elert™**

**TOP**  
728x90



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

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**EDITORIAL**

**Taking on the Role of Editor in Chief [FREE]**  
*Mariene P. Freeman*  
[Full Text]

**META-ANALYSES**

**Switching the Antidepressant After Nonresponse in Adults With Major Depression: A Systematic Literature Search and Meta-Analysis**  
*Tom Bschor, Hannah Kern, Jonathan Henssler, and Christopher Baethge*  
[Full Text] [Audio summary]

**Long-Term Acute-Phase Treatment With Antidepressants, 8 Weeks and Beyond: A Systematic Review and Meta-Analysis of Randomized, Placebo-Controlled Trials**  
*Jonathan Henssler, Mona Kurschus, Jeremy Franklin, Tom Bschor, and Christopher Baethge*  
[Full Text] [Audio summary]

**CONSENSUS STATEMENT**

**Consensus Recommendations for the Clinical Application of Repetitive Transcranial Magnetic Stimulation (rTMS) in the Treatment of Depression**  
*Shawn M. McClintock, Irving M. Reti, Linda L. Carpenter, William M. McDonald, Marc Dubin, Stephan F. Taylor, Ian A. Cook, John O'Reardon, Mustafa M. Husain, Christopher Wall, Andrew D. Krystal, Shirlene M. Sampson, Oscar Morales, Brent G. Nelson, Vassilios Laitoussakis, Mark S. George, and Sarah H. Lisansky, on behalf of both the National Network of Depression Centers rTMS Task Group and the American Psychiatric Association Council on Research Task Force on Novel Biomarkers and Treatments*  
[Full Text]

**CME ACADEMIC HIGHLIGHTS**

**Reconsidering Insomnia as a Disorder Rather Than Just a Symptom in Psychiatric Practice**  
*Ruth M. Benca and Daniel J. Buysse*  
[Full Text] [Audio summary] [CME Activity]

**ORIGINAL RESEARCH**

**Opiate Antagonists Do Not Interfere With the Clinical Benefits of Stimulants in ADHD: A Double-Blind, Placebo-Controlled Trial of the Mixed Opioid Receptor Antagonist Naltrexone**  
*Thomas J. Spencer, Pradeep Bhide, Jinmin Zhu, Stephen V. Faraone, Maura Fitzgerald, Amy M. Yule, Mai Uchida, Andrea E. Spencer, Anna M. Hall, Ariana J. Kostler, and Joseph Biederman*  
[Full Text] [Audio summary]

**A Randomized Controlled Pilot Study on Mindfulness-Based Cognitive Therapy for Unipolar Depression in Patients With Chronic Pain**  
*Marasha de Jong, Frenk Peeters, Tim Gard, Heidi Ashih, Jim Doorley, Rosemary Walker, Laurie Rhoades, Ronald J. Kulich, Karsten D. Kuennenbender, Jonathan E. Alpert, Elizabeth A. Hoge, Willoughby B. Britton, Sara W. Lazar, Maurizio Fava, and David Michoulan*  
[Full Text] [Audio summary]

**ARTICLES PUBLISHED ELECTRONICALLY 7/25/17**

**Efficacy of Ziprasidone Augmentation of Escitalopram for Cognitive Symptoms of Major Depressive Disorder**  
*Nadia Iovieno, Richard C. Shelton, Samuel R. Petrie, Cristina Cusin, Maurizio Fava, and George I. Papakostas*  
[Full Text]

**ORIGINAL RESEARCH**

**Facial Emotion Recognition Performance Differentiates Between Behavioral Variant Frontotemporal Dementia and Major Depressive Disorder [FREE]**  
*Isabelle Chiu, Olivier Piguet, Janine Diehl-Schmid, Lina Riedl, Johannes Beck, Thomas Leyhe, Edith Holsboer-Trachsler, Reto W. Kressig, Manfred Berres, Andreas U. Monsch, and Marc Solberger*  
[Full Text] [Audio summary]

**Childhood Trauma Is Associated With Poorer Cognitive Performance in Older Adults**  
*Andrew J. Petkus, Eric J. Lonze, Meryl A. Butters, Elizabeth W. Twamiey, and Julie Loebach Wettersell*

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