WHY PLACE YOUR AD IN JCP?

READERSHIP AND AD EXPOSURE
1. Among all psychiatry journals indexed by the National Library of Medicine (MEDLINE/PubMed), JCP ranks first among independent clinical/research journals in both readership and ad page exposures in all metrics published by Kantar Media, Inc. [June 2019 Kantar’s Psychiatric Journal Market Section Survey]
2. JCP, in its more than 80-year history of publishing original peer-reviewed research, has focused on practicing clinical psychiatrists and health care providers in the behavioral and neural sciences. JCP’s #1 rank means your ads are most likely to reach the highest prescribers of neurotropic medications, who make up JCP’s mail list.

WHAT TOPICS DOES JCP COVER?

JOURNAL TOPICS...
- Range from the severe mental illnesses, such as bipolar disorder, depression, and schizophrenia, to others that affect activities of daily living, such as PTSD, anxiety, and Alzheimer’s disease
- Encompass patient groups within specific age ranges, such as child and adolescent mental health and geriatric psychiatry, and include related conditions like tardive dyskinesia, insomnia, and pain

Content is reinforced through special offerings—continuing medical education activities, academic symposia highlights from JCP’s content partner Healthcare Global Village, timely clinician commentary that places the research in context, special Supplements, and proceedings from scientific symposia, such as meetings of its official Association, the American Society of Clinical Psychopharmacology (ASCP)—all of which increase opportunities for readers to see your ads.

CAN YOUR AD GET SPECIAL PRIORITY?

- Advertising is interspersed with editorial material, which increases ad page exposures. Fair ad rotation occurs for nonpremium positions.
- List matches and split runs can be done to further target your desired audience.
- Your ad can be placed in an issue in which editorial matter appears on that topic, if desired.
- Premium positions within the journal are available, although not adjacent to related editorial material.

Contact Jane Liss at journalads@psychiatrist.com for more details.

ONLINE ADVERTISING

Digital advertising on JCP’s website can run in tandem with or separately from your print ads and can run on JCP only or across the entire Psychiatrist.com family of sites. For more details, contact Jane Liss at journalads@psychiatrist.com or visit www.Psychiatrist.com/Documents/OnlineAds.pdf.

CIRCULATION

Recipients include psychiatrists in direct patient care (office, hospital, and military settings), residents, paid subscribers, and other personnel within the mental health field.

Total Recipients 33,285
- Psychiatrists, 77%
  25,468 recipients
- Geriatric Psychiatrists, 3%
  1,122 recipients
- Child & Adolescent Psychiatrists, 18%
  5,910 recipients
- Other Specialties (includes paid), 2%
  785 recipients
- Domestic Distribution, 99%
  33,036 recipients in US and US territories
GENERAL

PLACEMENTS
- 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 ♦ $148.69
- 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.
- Targets of ad pages falls within 4 pages of the next level and if at least 20 ad pages are placed
- The final earned frequency is rounded up to the next frequency range if the total number

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).

PAYMENTS
- List-match fees
- Production fees for ads that need special consideration (these charges will be discussed with the agency during the planning stages)
- Advertising Placement ♦ Interspersed with editorial material.
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PREMIUM POSITIONS (commissionable)

Position | Rate | *Shown as % of earned rate for 1 BW page.
--- | --- | ---
2nd Cover | 35% | 
Preceding and Adjacent to TOC | 20% | 
Following and Adjacent to TOC | 20% | 
4th Cover | 50% | 

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 if at least 20 ad pages are placed (eg, 21 placed pages would achieve the 4× 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)

AD RATES

<table>
<thead>
<tr>
<th>Earned Frequency</th>
<th>½ page</th>
<th>1 page</th>
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<tbody>
<tr>
<td>1×</td>
<td>$4,349</td>
<td>$7,283</td>
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<tr>
<td>6×</td>
<td>3,678</td>
<td>5,406</td>
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<tr>
<td>12×</td>
<td>3,400</td>
<td>5,059</td>
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<td>3,242</td>
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<td>36×</td>
<td>3,200</td>
<td>4,818</td>
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<td>48×</td>
<td>3,126</td>
<td>4,629</td>
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<td>60×</td>
<td>3,105</td>
<td>4,560</td>
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<td>72×</td>
<td>3,010</td>
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<td>84×</td>
<td>2,948</td>
<td>4,293</td>
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<td>96×</td>
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<td>108×</td>
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<td>4,035</td>
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<tr>
<td>132×</td>
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<td>3,652</td>
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<td>144×</td>
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<td>3,562</td>
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<tr>
<td>156×</td>
<td>2,464</td>
<td>3,478</td>
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DUE DATES

<table>
<thead>
<tr>
<th>Commitment Publisher</th>
<th>Materials to Printer</th>
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<tbody>
<tr>
<td>2019</td>
<td>November/December 11-13-19 11-30-19</td>
</tr>
<tr>
<td>2020</td>
<td>November/December 11-13-19 11-20-19</td>
</tr>
</tbody>
</table>

COLOR RATES (commissionable)

Four colors ♦ $2,215 per page
Standard color ♦ $608 C, M, or Y
Matched colors ♦ For cost of matched colors, contact David Twombly (dtwombly@psychiatrist.com or 901-273-2754).
**RUN-OF-BOOK REQUIREMENTS**

**FULL PAGE**

- Supplied size: 11 1/8” x 8 1/8”
- Trim size: 8 1/8” x 10 3/8”
- All live matter 1/4” from trim edges

**SPREAD**

- Supplied size: 11 1/8” x 10 3/8”
- Trim size: 8 1/8” x 8 1/8”
- All live matter 1/4” from trim edges

**HALF PAGE VERTICAL**

- Supplied size: 11 1/8” x 10 3/8”
- Trim size: 8 1/8” x 5 5/8”
- All live matter 1/4” from trim edges
- Non-bleed ad 3 3/4” x 9 3/16”

**HALF PAGE HORIZONTAL**

- Supplied size: 8 1/8” x 16 3/4”
- Trim size: 8 1/8” x 5 3/4”
- All live matter 1/4” from trim edges
- Non-bleed ad 6 13/16” x 4 1/2”

**ELECTRONIC FILE INFORMATION**

- **Acceptable media**: Disk or e-mail, with a pressmatch provided for color ads.
- **Format specifications**: All disk or e-mailed ads should be submitted as PDFs, fonts embedded.
- **Spread ads**: If the composition includes an image that spans the gutter, do not attempt to anticipate image loss in the gutter by duplicating the image, in part or whole. Spread ads should be supplied as facing pages or as a single image that the printer can split.
- **Maximum density**: 300%
- **Rotation of colors**: KCMY
- **Resolution**: Files should have a resolution of 600 dpi minimum; images can be downsampled to no less than 200 dpi.

**DUE DATES**

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<td>1-21-20</td>
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<tr>
<td>January/February</td>
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<tr>
<td>March/April</td>
<td>3-20-20</td>
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<td>May/June</td>
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<td>July/August</td>
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<td>September/November</td>
<td>9-21-20</td>
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**CONTACT & SHIPPING INFORMATION**

- **Disk**
  - David Twombly
  - Physicians Postgraduate Press, Inc.
  - 850 Ridge Lake Blvd, Suite 300
  - Memphis, TN 38120
  - dtwombly@psychiatrist.com
  - 901-273-2754
  - 901-273-2752 (fax)

- **E-mail**
  - David Twombly
  - dtwombly@psychiatrist.com

If you do not receive a confirmation for e-mailed material, call Sarah Brown at 901-273-2709.
INSERT REQUIREMENTS

2 PAGE, SINGLE LEAF

- SUPPLIED SIZE: 11 3/4” x 10 1/4”
- TRIM SIZE: 8 1/8”
- TRIM EDGE: 1/4”
- ALL LIVE MATTER 1/4” FROM TRIM EDGES
- Insert should be supplied folded and/or tipped
- Journal jogs to head

4 OR MORE PAGES

- SUPPLIED SIZE: 11 3/4” x 10 1/4”
- TRIM SIZE: 8 1/8”
- TRIM EDGE: 1/4”
- ALL LIVE MATTER 1/4” FROM TRIM EDGES
- Insert should be approved by the publisher:
  - Gatefold
  - Z-fold
  - Flap inserts
  - Any inserts with a unique design

CONTACT & SHIPPING INFORMATION

EXTENSIONS
Primary Contact: David Twombly
dtwombly@psychiatrist.com
901-273-2754
Secondary Contact: Sarah Brownd
sbrownd@psychiatrist.com
901-273-2709

SHIP INSERTS TO
Sheridan NH
Attn: Lisa Davis
69 Lyme Rd
Hanover, NH 03755
603-643-2220
901-273-2752 (fax)

LABEL SKIDS
- Each box must be marked with the following information:
  - Journal name: Journal of Clinical Psychiatry
  - Month of insertion
  - Product name

NOTE
- The printer will reject inserts shipped COD.

QUANTITY REQUIRED
- 38,000 (includes overage)

PAPER STOCK
- Heaviest: 80-lb text
- Lightest: 60-lb text

FINISHING
- Inserts should be supplied folded and/or tipped
- Journal jogs to head

NON-STANDARD INSERTS
The following types of inserts must be approved by the publisher:
- Gatefold
- Z-fold
- Flap inserts
- Any inserts with a unique design

OTHER SPECIFICATIONS

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