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)