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. [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, and special Supplements—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 David Twombly 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 onlineadsales@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 33,261

- Psychiatrists, 75% 24,392 recipients
- Geriatric Psychiatrists, 3% 1,145 recipients
- Child & Adolescent Psychiatrists, 20% 6,763 recipients
- Other Specialties (includes paid), 2% 761 recipients

CONTACTS

PUBLISHER
John S. Shelton, PhD
jshelton@psychiatrist.com

REPRINTS
Advertisers may purchase reprints only from the publisher. Contact Maureen Bunner-Hunsucker at mhunsucker@psychiatrist.com.

RFPs, INSERTION ORDERS, AND QUESTIONS ABOUT RATES

Primary Contact David Twombly
Print Ad Production Manager
journalads@psychiatrist.com
901-273-2754

Secondary Contact Sarah Brownd
Managing Editor
sbrownd@psychiatrist.com
901-273-2709

AD SPECS, SHIPPING INFORMATION, AND PUBLISHING EXTENSION DATES

Primary Contact David Twombly
journalads@psychiatrist.com
901-273-2754

Secondary Contact Sarah Brownd
sbrownd@psychiatrist.com
901-273-2709

ONLINE ADVERTISING OPPORTUNITIES

Contact onlineadsales@psychiatrist.com or visit www.psychiatrist.com/Documents/onlineads.pdf

CIRCULATION

Domestic Distribution, 99%
33,021 recipients in US and US territories
## 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) 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 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 David Twombly (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; 901-273-2754) and supply an example.

### Premium Positions (commissionable)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>35%</td>
</tr>
<tr>
<td>Preceding and adjacent to TOC</td>
<td>20%</td>
</tr>
<tr>
<td>Following and adjacent to TOC</td>
<td>20%</td>
</tr>
<tr>
<td>4th Cover</td>
<td>50%</td>
</tr>
</tbody>
</table>

*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 David Twombly for details (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 average)
- 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

<table>
<thead>
<tr>
<th>Earned Frequency</th>
<th>1/2 page</th>
<th>1 page</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,949</td>
<td>$4,949</td>
</tr>
<tr>
<td>6x</td>
<td>2,860</td>
<td>4,818</td>
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<tr>
<td>12x</td>
<td>2,774</td>
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<tr>
<td>48x</td>
<td>2,456</td>
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</tr>
<tr>
<td>60x</td>
<td>2,382</td>
<td>4,293</td>
</tr>
<tr>
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<td>96x</td>
<td>2,158</td>
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</tbody>
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*Shown as % of earned rate for 1 BW page.

#### Due Dates

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<td></td>
<td>November/December 11-13-20 12-2-20</td>
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### Run-of-Book

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### 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 or 901-273-2754).
## Full Page

- **TRIM SIZE:** 11" x 8 1/2"
- **TRIM EDGES:** 1/4" from all edges
- **SUPPLIED SIZE:** 11 1/8" x 8 1/2"

## Spread

- **TRIM SIZE:** 11" x 8 1/2"
- **TRIM EDGES:** 1/4" from all edges
- **SUPPLIED SIZE:** 11 1/8" x 8 1/2"

## Half Page Vertical

- **TRIM SIZE:** 5 1/2" x 8 1/2"
- **TRIM EDGES:** 1/4" from all edges
- **SUPPLIED SIZE:** 5 5/8" x 8 1/2"

## Half Page Horizontal

- **TRIM SIZE:** 3 1/2" x 8 1/2"
- **TRIM EDGES:** 1/4" from all edges
- **SUPPLIED SIZE:** 3 3/4" x 8 5/8"

### 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.

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### Contact & Shipping Information

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

- **Email**
  - journalads@psychiatrist.com

If you do not receive a confirmation for e-mailed material, call Sarah Brownd at 901-273-2799.
INSERT REQUIREMENTS

2 PAGE, SINGLE LEAF

- ALL LIVE MATTER 1/4” FROM TRIM EDGES
- SUPPLIED SIZE — 8 1/8” x 10 1/4”
- TRIM SIZE — 8 1/8” x 10 1/4”

4 OR MORE PAGES

- ALL LIVE MATTER 1/4” FROM TRIM EDGES
- SUPPLIED SIZE — 11 1/8” x 16 3/4”
- TRIM SIZE — 8 1/8” x 16 3/4”
- TRIM (fold edge) — 1/4”

OTHER SPECIFICATIONS

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
- Gatefold
- Z-fold
- Flap inserts
- Any inserts with a unique design

Questions
- Primary Contact
  David Twombly
  journalads@psychiatrist.com
  901-273-2754
- Secondary Contact
  Sarah Brownd
  sbrownd@psychiatrist.com
  901-273-2709

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CONTACT & SHIPPING INFORMATION

EXTENSIONS
- Primary Contact: David Twombly
  journalads@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

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.