



## 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.

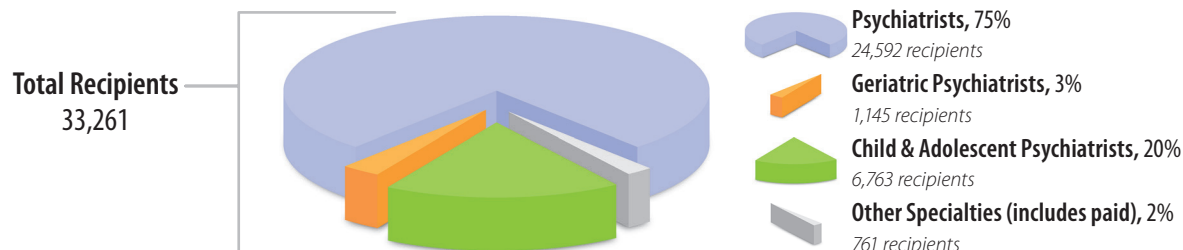
Contact David Twombly at [journalads@psychiatrist.com](mailto:journalads@psychiatrist.com) for more details.

## 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](mailto:onlineadsales@psychiatrist.com) or visit [www.Psychiatrist.com/Documents/OnlineAds.pdf](http://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.



## RATE CARD CONTENTS

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## CONTACTS

**PUBLISHER** John S. Shelton, PhD  
[jshelton@psychiatrist.com](mailto:jshelton@psychiatrist.com)

### REPRINTS

Advertisers may purchase reprints only from the publisher. Contact Maureen Bunner-Hunsucker at [mhunsucker@psychiatrist.com](mailto:mhunsucker@psychiatrist.com).

### RFPs, INSERTION ORDERS, AND QUESTIONS ABOUT RATES

**Primary Contact** David Twombly  
Print Ad Production Manager  
[journalads@psychiatrist.com](mailto:journalads@psychiatrist.com)  
901-273-2754

**Secondary Contact** Sarah Brownd  
Managing Editor  
[sbrownd@psychiatrist.com](mailto:sbrownd@psychiatrist.com)  
901-273-2709

### AD SPECS, SHIPPING INFORMATION, AND PUBLISHING EXTENSION DATES

**Primary Contact** David Twombly  
[journalads@psychiatrist.com](mailto:journalads@psychiatrist.com)  
901-273-2754

**Secondary Contact** Sarah Brownd  
[sbrownd@psychiatrist.com](mailto:sbrownd@psychiatrist.com)  
901-273-2709

### ONLINE ADVERTISING OPPORTUNITIES

Contact [onlineadsales@psychiatrist.com](mailto:onlineadsales@psychiatrist.com) or visit [www.psychiatrist.com/Documents/onlineads.pdf](http://www.psychiatrist.com/Documents/onlineads.pdf)



**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](mailto: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 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.

### 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](mailto: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](mailto:journalads@psychiatrist.com); 901-273-2754) 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 24× 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:

- 25% or less of the publication's circulation** ▶ Rate is 50% of the full-run cost plus full color charges.
- 26% to 50% of the publication's circulation** ▶ Rate is 60% of the full-run cost plus full color charges.
- 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](mailto: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 overage)
- **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

Earned Frequency	1 page
1×	\$4,949
6×	4,818
12×	4,676
24×	4,629
36×	4,560
48×	4,461
60×	4,293
72×	4,161
84×	4,035
96×	3,904

### DUE DATES

	Commitment	Materials to Printer
<b>2020</b>		
November/December	11-13-20	12-2-20
<b>2021</b>		
January/February	1-14-21	1-30-21
March/April	3-12-21	3-30-21
May/June	5-13-21	5-31-21
July/August	7-13-21	7-30-21
September/October	9-13-21	9-30-21
November/December	11-12-21	11-30-21
<b>2022</b>		
January/February	1-13-22	1-31-22

## RUN-OF-BOOK

### AD RATES

Earned Frequency	½ page	1 page
1×	\$2,949	\$4,949
6×	2,860	4,818
12×	2,774	4,676
24×	2,691	4,629
36×	2,610	4,560
48×	2,532	4,461
60×	2,456	4,293
72×	2,382	4,161
84×	2,310	4,035
96×	2,241	3,904

### DUE DATES

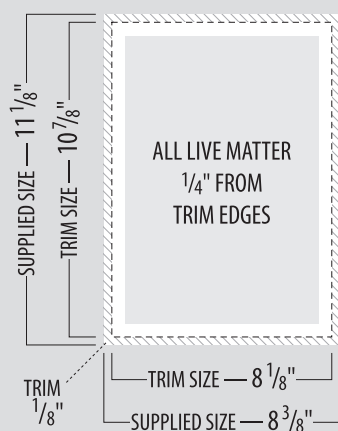
	Commitment	Materials to Publisher
<b>2020</b>		
November/December	11-13-20	11-20-20
<b>2021</b>		
January/February	1-14-21	1-20-21
March/April	3-12-21	3-22-21
May/June	5-13-21	5-20-21
July/August	7-13-21	7-20-21
September/October	9-13-21	9-20-21
November/December	11-12-21	11-19-21
<b>2022</b>		
January/February	1-13-22	1-21-22

### COLOR RATES (commissionable)

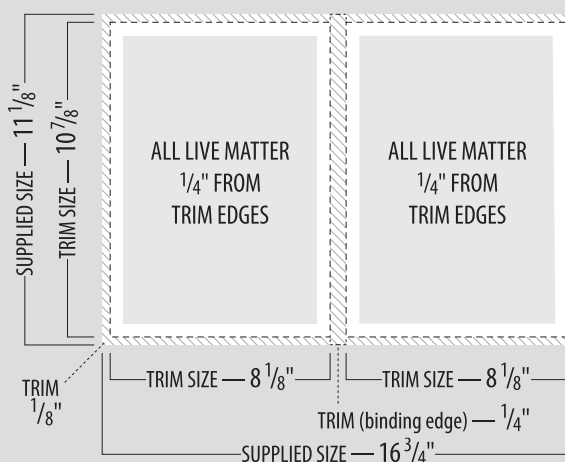
- **Four colors** ▶ \$1,500 per page
- **Standard color** ▶ \$400 C, M, or Y
- **Matched colors** ▶ For cost of matched colors, contact David Twombly ([journalads@psychiatrist.com](mailto:journalads@psychiatrist.com) or 901-273-2754).

## RUN-OF-BOOK REQUIREMENTS

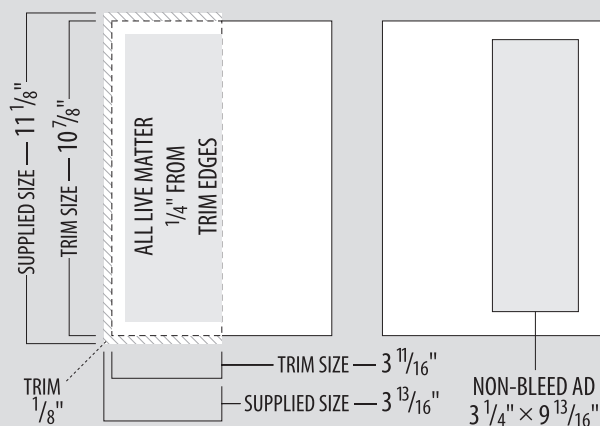
## FULL PAGE



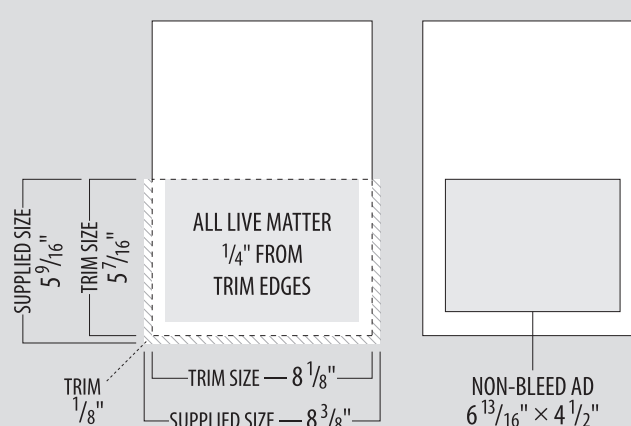
## SPREAD



## HALF PAGE VERTICAL



## HALF PAGE HORIZONTAL



## 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.

## CONTACT &amp; SHIPPING INFORMATION

**Disk** ▶ David Twombly  
Physicians Postgraduate Press, Inc.  
850 Ridge Lake Blvd, Suite 300  
Memphis, TN 38120  
[journalads@psychiatrist.com](mailto:journalads@psychiatrist.com)  
901-273-2754

**E-mail** ▶ David Twombly  
[journalads@psychiatrist.com](mailto:journalads@psychiatrist.com)

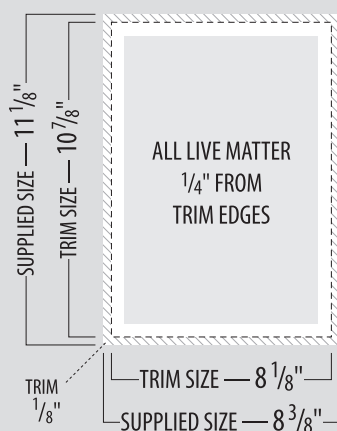
If you do not receive a confirmation for e-mailed material, call Sarah Brownd at 901-273-2709.

## DUE DATES

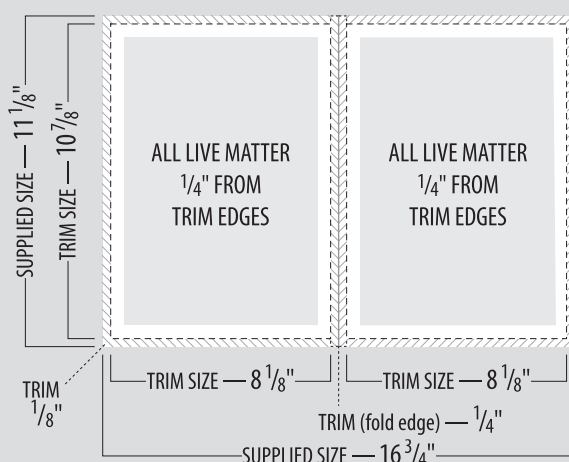
Issue	Materials to Publisher
<b>2020</b>	
November/December	11-20-20
<b>2021</b>	
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May/June	5-20-21
July/August	7-20-21
September/October	9-20-21
November/December	11-19-21
<b>2022</b>	
January/February	1-21-22

## INSERT REQUIREMENTS

## 2 PAGE, SINGLE LEAF



## 4 OR MORE PAGES



## 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

The following types of inserts must be approved by the publisher:

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

## Questions

- Primary Contact

David Twombly

[journalads@psychiatrist.com](mailto:journalads@psychiatrist.com)

901-273-2754

- Secondary Contact

Sarah Brownd

[sbrownd@psychiatrist.com](mailto:sbrownd@psychiatrist.com)

901-273-2709

## DUE DATES

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## CONTACT &amp; SHIPPING INFORMATION

## EXTENSIONS ▶

Primary Contact: David Twombly  
[journalads@psychiatrist.com](mailto:journalads@psychiatrist.com)  
901-273-2754

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[sbrownd@psychiatrist.com](mailto: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.