



Web Ads

Updated 7/2020

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

Psychiatrist.com

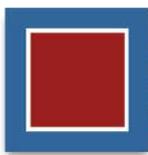
The screenshot shows the main website interface. At the top, there's a navigation bar with 'PSYCHIATRIST.COM', 'CME Institute', 'JCP', 'PCC', 'Help', and 'Login'. Below this is a search bar and a 'SUBSCRIBE TO JCP | ELERTS' button. The main content area features a 'Browse by Topic' sidebar with categories like Anxiety, Depression, and Bipolar Disorder. The central article section is titled 'RECENT ARTICLES' and lists several research papers, including 'Impact of Comorbid PTSD on Outcome of Repetitive Transcranial Magnetic Stimulation (TMS) for Veterans With Depression'.

RIGHT
160x600

Psychiatrist.com/JCP

This screenshot shows the JCP (Journal of Clinical Pharmacy) section. It features a similar navigation bar to the main site. The main content area is titled 'THE OFFICIAL JOURNAL OF THE AMERICAN SOCIETY OF CLINICAL PSYCHOPHARMACOLOGY | ASCP CORNER'. It highlights 'JCP WEEKLY 7/7/2020' and lists recent research articles, such as 'Characterization of the Quality of Electroconvulsive Therapy Among Older Medicare Beneficiaries'. A sidebar on the right contains 'Browse by Topic' buttons for COVID-19, Special Sections, Poster Session, and CNS Job Market. A large yellow box at the bottom center contains the text 'TOP 728x90'.

RIGHT
160x600



Elerter™ (Newsletter Ads)

Updated 7/2020

VARIETIES

Daily	New content and activities available on our site.
JCP Weekly	TOC of new articles published each week.
Bimonthly TOC	Preview of <i>J Clin Psychiatry</i> table of contents.
PCC	New content and activities available at our online journal, <i>The Primary Care Companion for CNS Disorders</i> , including periodic TOC Elerter for PCC

PERFORMANCE

Each Send[†]	JCP/CME Daily 34,600 +
	JCP Weekly 34,600 +
	Bimonthly TOC 34,600 +
	PCC Elerter (3x weekly) 19,900 +
Total Monthly Sends[†]	40 +
All Opt-in?	Yes
Open Rate	14%
Click-Through Rate (CTR)	4%

PLACEMENTS

POSITION	AVAILABLE	SIZE	DESCRIPTION
Top	1 per send	728 x 90	Leaderboard
Custom	Inquire [‡]		

SPECIFICATIONS

File Size	50kb
Geotargeting Level (most specific)	State/Region
File Types	.jpg, .gif, .png, animated .gif
Lead Time	5 business days
Splits/Matched Lists	Special pricing applies - inquire

ELECTRONIC ADVERTISING POLICY

Please view our Electronic Advertising Policy at www.psychiatrist.com/advertisers/onlineadpolicy.pdf

Elerter™

TOP
728x90



PSYCHIATRIST.COM

**THE JOURNAL OF
CLINICAL PSYCHIATRY**

THE OFFICIAL JOURNAL OF THE AMERICAN SOCIETY OF CLINICAL PSYCHOPHARMACOLOGY

VOLUME 81, ISSUE 3 MAY/JUNE 2020 PSYCHIATRIST.COM

SUBSCRIBE TO THE PODCAST | LISTEN TO AN AUDIO SUMMARY OF THIS ISSUE: PART 1 | PART 2

EDITORIAL

Addressing the Experience of Children and Adolescents During the COVID-19 Pandemic [FREE]
Karen Dineen Wagner

CONSENSUS STATEMENT

Blood Levels to Optimize Antipsychotic Treatment in Clinical Practice: A Joint Consensus Statement of the American Society of Clinical Psychopharmacology and the Therapeutic Drug Monitoring Task Force of the Arbeitsgemeinschaft für Neuropsychopharmakologie und Pharmakopsychiatrie [CME] [AUDIO SUMMARY]
Georgios Schoretsanitis, John M. Kane, Christoph U. Correll, Stephen R. Marder, Leslie Citrome, John W. Newcomer, Delbert G. Robinson, Donald C. Goff, Deanna L. Kelly, Oliver Freudenreich, Daria Piacentino, Michael Paulzen, Andreas Conca, Gerald Zernig, Ekkehard Haen, Pierre Baumann, Christoph Hiemke, and Gerhard Gründer, for the American Society of Clinical Psychopharmacology and the Therapeutic Drug Monitoring Task Force of the Arbeitsgemeinschaft für Neuropsychopharmakologie und Pharmakopsychiatrie

META-ANALYSES

Effect of Continuing and Discontinuing Medications on Quality of Life After Symptomatic Remission in Attention-Deficit/Hyperactivity Disorder: A Systematic Review and Meta-Analysis [FREE]
Naota Tsujii, Takashi Okada, Masahide Usami, Hidenori Kuwabara, Junichi Fujita, Hideki Negoro, Michiyo Kawamura, Junzo Iida, and Takuya Saito

Efficacy, Effect on Mood Symptoms, and Safety of Deep Brain Stimulation in Refractory Obsessive-Compulsive Disorder: A Systematic Review and Meta-Analysis [CME] [AUDIO SUMMARY]
Filipe Peste Martinho, Gonçalo Silva Duarte, and Frederico Simões do Couto

Interventions and Transition in Youth at Risk of Psychosis: A Systematic Review and Meta-Analyses
Daniel J. Devoe, Megan S. Farris, Parker Townes, and Jean Addington

REVIEW ARTICLE

Long-Term Effects of Intrauterine Exposure to Antidepressants on Physical, Neurodevelopmental, and Psychiatric Outcomes: A Systematic Review [AUDIO SUMMARY]
Anna-Sophie Rommel, Veerle Bergink, Xiaojin Liu, Trine Munk-Olsen, and Nina Maren Molenaar

ORIGINAL RESEARCH

Efficacy and Safety of a 2-Month Formulation of Aripiprazole Lauroxil With 1-Day Initiation in Patients Hospitalized for Acute Schizophrenia Transitioned to Outpatient Care: Phase 3, Randomized, Double-Blind, Active-Control ALPINE Study [FREE] [AUDIO SUMMARY]
Peter J. Weiden, Amy Claxton, Jelena Kunovac, David P. Walling, Yangchun Du, Baiyun Yao, Sergey Yagoda, Ilda Bidollari, Elizabeth Keane, and Ethan Cash

[†]Opt-in E-Lert™ recipients all receive Daily, biweekly OAP, and Monthly E-TOC E-Lerts™. Send statistics are approximate.
[‡]Inquire about ads on Elerter that deviate from the 728x90 size and/or placement.