



### INFORMATION FOR MEDIA PLANNERS

#### SCOPE

*The Journal of Clinical Psychiatry* (JCP) publishes original peer-reviewed material by recognized authors in the psychiatric and behavioral/neural sciences, with special emphasis on subjects relevant to the practicing clinical psychiatrist. In addition to original research, JCP publishes review articles; special focus sections on women's issues, dementia, child and adolescent psychiatry, and the research and perspectives of early career psychiatrists; case reports; clinical reports; book reviews; and letters to the editor. JCP also publishes highlights of academic symposia and timely clinician commentary augmenting original research and offers Continuing Medical Education.

Additionally, JCP publishes special Supplements during the year that generally contain proceedings from scientific symposia.

#### READERSHIP and IMPACT FACTOR (IF)

**Readership/Ad Exposure** ▶ Among all psychiatry journals referenced in the National Library of Medicine, JCP ranks #1 in both readership and ad page exposures in all metrics published by Kantar Media, Inc., in the June 2011 Psychiatric Journal Market Section Survey.

**IF and Eigenfactor™** ▶ JCP continues to be one of the most cited psychiatric journals in the world with an IF of 5.023. Moreover, JCP is ranked as the world's fourth most important psychiatric journal, with an Eigenfactor™ score of 0.03705 (December 2010, Journal Citation Reports).

#### INDEXING

JCP is indexed in MEDLINE, Excerpta Medica, Psychological Abstracts, Current Contents, Science Citation Index, Hospital Literature Index, Biological Abstracts, Cumulative Index to Nursing and Allied Health Literature, International Nursing, Industrial Medicine, Chemical Abstracts, and Adolescent Mental Health Abstracts.

#### ASSOCIATION

JCP is the official journal of the American Society of Clinical Psychopharmacology. The ASCP, founded in 1992, is a group of nearly 800 physicians, consisting of doctoral-level investigators of clinical psychopharmacology or pharmacology, who study and practice psychopharmacology and advocate for psychopharmacology and clinical research.

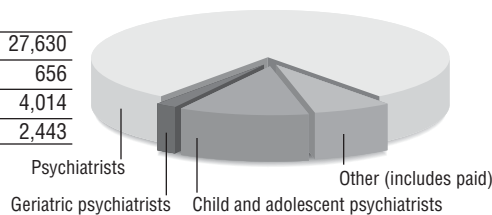
### CIRCULATION

Qualified recipients include psychiatrists in direct patient care (office, hospital, and military settings), residents, US and non-US paid subscribers, and other titled and non-titled personnel within the field served and others allied to the field.

	Recipients	Qualified	Non-Qualified
<b>Total</b>	35,429	34,743*	686

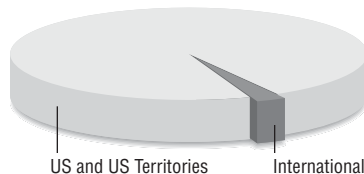
#### BREAKDOWN BY SPECIALTY

Psychiatrists	27,630
Geriatric psychiatrists	656
Child and adolescent psychiatrists	4,014
Other (includes paid)	2,443



#### BREAKDOWN BY GEOGRAPHY

US and US Territories	34,081
International	662



\*Source: BPA Circulation Statement June 2011. Circulation verification by BPA Worldwide. For semiannual circulation update, go to [www.bpaworldwide.com](http://www.bpaworldwide.com).



### RATE CARD CONTENTS

Page 1	<b>Information for MEDIA PLANNERS</b>	<ul style="list-style-type: none"> <li>• Circulation</li> <li>• Subscription Rates</li> <li>• Contacts</li> </ul>
Page 2	<b>INSERT Information for MATERIALS SUPPLIERS</b>	<ul style="list-style-type: none"> <li>• Inserts</li> <li>• Mechanical Requirements</li> <li>• Shipping Information</li> </ul>
Page 3	<b>RUN-OF-BOOK Information for MATERIALS SUPPLIERS</b>	<ul style="list-style-type: none"> <li>• Run-of-Book Ads</li> <li>• Mechanical Requirements</li> <li>• Electronic File Information</li> <li>• Shipping Information</li> </ul>
Page 4	<b>Information for MEDIA PLANNERS</b>	<ul style="list-style-type: none"> <li>• General Information</li> <li>• Advertising Rates</li> <li>• Due Dates</li> </ul>

### SUBSCRIPTIONS

#### SUBSCRIPTION RATES (US \$)

Subscription Rates Based on a 12-Month Period

##### Individual Subscriptions

<b>US</b>	Print + Online	\$161
	Online Only	\$125
<b>International</b>	Print + Online	\$213
	Online Only	\$125

#### REPRINTS

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

### CONTACTS

**STAFF** Editor in Chief **Alan J. Gelenberg, MD**  
*Professor and Chair  
Department of Psychiatry  
Penn State Milton S. Hershey  
Medical Center  
Hershey, Pennsylvania*

Publisher **John S. Shelton, PhD**

**ADVERTISING CONTACT AND ALL ORIGINAL INSERTION ORDERS** **Bob Massa**  
*Integrity Media Partners, LLC  
230 Kings Highway East, Suite 318  
Haddonfield, NJ 08033  
E-mail: [bob@imp-online.com](mailto:bob@imp-online.com)  
Phone: 856-432-1555  
Fax: 856-494-1488*

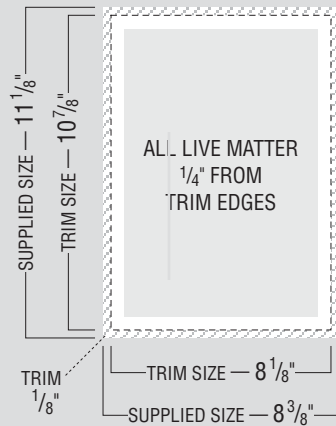
#### CONTACTS FOR AD SPECS AND PUBLISHING EXTENSION DATES

Primary Contact **David Twombly**  
E-mail: [dtwombly@psychiatrist.com](mailto:dtwombly@psychiatrist.com)  
Phone: 901-273-2754

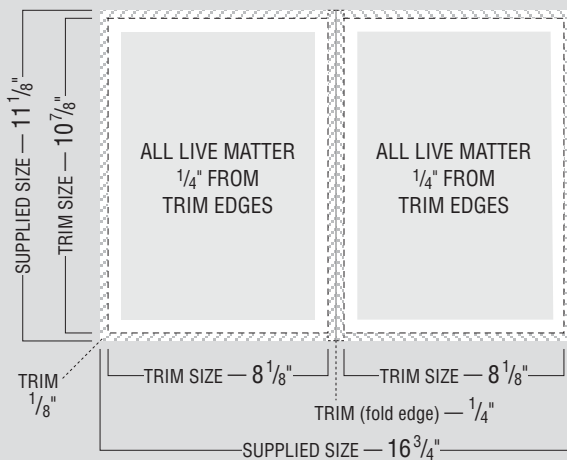
Secondary Contact **Lori McStay**  
E-mail: [lmestay@psychiatrist.com](mailto:lmestay@psychiatrist.com)  
Phone: 901-273-2757

**INSERT REQUIREMENTS**

**2 PAGE, SINGLE LEAF**



**4 OR MORE PAGES**



**OTHER SPECIFICATIONS**

**Quantity Required**

- 40,000 (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**  
e-mail: dtwombly@psychiatrist.com  
Phone: 901-273-2754
- Secondary Contact  
**Lori McStay**  
e-mail: lmcstay@psychiatrist.com  
Phone: 901-273-2757

**DUE DATES**

Year	Issue Month	Materials to Printer
2011	December	11-22-11
2012	January	12-22-11
	February	1-20-12
	March	2-22-12
	April	3-22-12
	May	4-20-12
	June	5-22-12
	July	6-22-12
	August	7-20-12
	September	8-22-12
	October	9-21-12
	November	10-22-12
	December	11-22-12
2013	January	12-21-12

**CONTACT & SHIPPING INFORMATION**

**EXTENSIONS ▶** Primary Contact:  
**David Twombly**  
e-mail: dtwombly@psychiatrist.com  
Phone: 901-273-2754  
Fax: 901-273-2752

Secondary Contact:  
**Lori McStay**  
e-mail: lmcstay@psychiatrist.com  
Phone: 901-273-2757  
Fax: 901-273-2752

**SHIP INSERTS TO ▶** **Dartmouth Printing Company**  
Attn: Lisa Davis  
69 Lyme Rd  
Hanover, NH 03755  
Phone: 603-643-2220

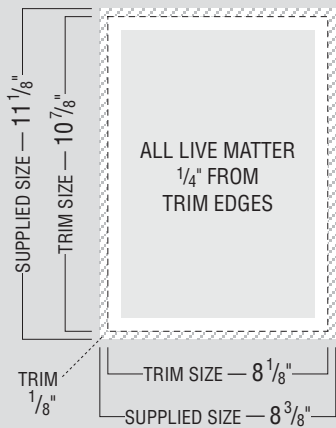
**Label Skids ▶** Each box must be marked with the following information:

- Journal name: *Journal of Clinical Psychiatry*
- Month of insertion
- Product name

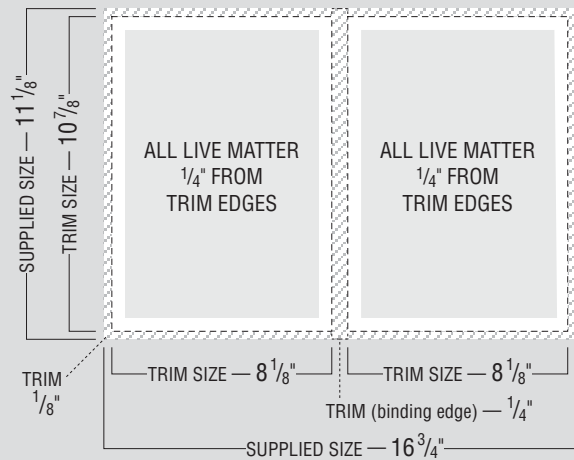
**Note ▶** The printer will reject inserts shipped COD.

**RUN-OF-BOOK REQUIREMENTS**

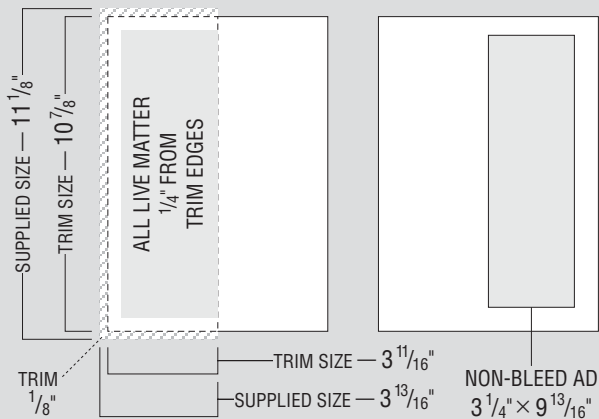
**FULL PAGE**



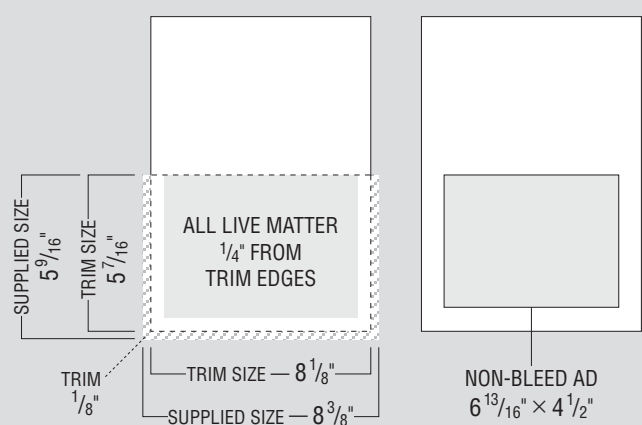
**SPREAD**



**HALF PAGE VERTICAL**



**HALF PAGE HORIZONTAL**



**ELECTRONIC FILE INFORMATION**

**ELECTRONIC FILES** ▶ **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

**Note** ▶ The materials supplier is responsible for having all links up-to-date in the electronic files prior to burning the disk or sending by e-mail.

**ACCEPTABLE MEDIA** ▶ Disk or e-mail, with a pressmatch provided for color ads.

**CONTACT & SHIPPING INFORMATION**

**Disk** ▶ **David Twombly**  
Physicians Postgraduate Press, Inc.  
850 Ridge Lake Blvd, Suite 300  
Memphis, TN 38120  
e-mail: dtwombly@psychiatrist.com  
Phone: 901-273-2754  
Fax: 901-273-2752

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

If you do not receive a confirmation for e-mailed material, call **Lori McStay** at **901-273-2757**.

**DUE DATES**

Year	Issue Month	Materials to Publisher
2011	December	11-11-11
2012	January	12-12-11
	February	1-12-12
	March	2-10-12
	April	3-12-12
	May	4-12-12
	June	5-11-12
	July	6-12-12
	August	7-12-12
	September	8-10-12
	October	9-12-12
	November	10-12-12
	December	11-12-12
2013	January	12-12-12

**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.

**INSERTS**

**REQUIREMENTS**

- **Quantity** ▶ 40,000 (includes coverage)
- **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
1x	\$6,155
6x	4,565
12x	4,275
24x	4,180
36x	4,065
48x	3,950
60x	3,905
72x	3,850
84x	3,740
96x	3,625
108x	3,515
120x	3,405
132x	3,295
144x	3,190
156x	3,080

**DUE DATES**

Year	Month	Commitment	Materials to Printer
<b>2011</b>	December	11-4-11	11-22-11
<b>2012</b>	January	12-5-11	12-22-11
	February	1-5-12	1-20-12
	March	2-6-12	2-22-12
	April	3-5-12	3-22-12
	May	4-5-12	4-20-12
	June	5-4-12	5-22-12
	July	6-5-12	6-22-12
	August	7-5-12	7-20-12
	September	8-6-12	8-22-12
	October	9-5-12	9-21-12
	November	10-5-12	10-22-12
	December	11-5-12	11-22-12
<b>2013</b>	January	12-5-12	12-21-12

**SCHEDULING**

Contact 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** ▶ \$116.11

**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.

**NEGOTIATED POSITIONS**

Contact dtwombly@psychiatrist.com for information and rates in regard to any negotiated positions, which include:

- Cover tips
- Business reply cards
- Polybag advertising

**Other Costs (noncommissionable)**

If an ad needs special consideration for processing, a noncommissionable pass-through charge may be incurred. The agency will be notified separately at the time the charge is incurred, before the cost is invoiced.

**RUN-OF-BOOK**

**PREMIUM POSITIONS (commissionable)\***

Position	Rate
2nd Cover	25%
Preceding TOC	20%
Following TOC	20%
Preceding CME Section	15%
Following CME Section	15%
4th Cover	50%

Shown as % of earned rate for 1 BW page

**COLOR RATES (commissionable):**

**Four colors** ▶ \$1,845 per page

**Standard color** ▶ \$502 C, M, or Y

**Matched colors** ▶ For cost of matched colors, contact David Twombly at dtwombly@psychiatrist.com or 901-273-2754.

**AD RATES**

Earned Frequency	1/2 page	1 page
1x	\$3,650	\$6,155
6x	3,105	4,565
12x	2,870	4,275
24x	2,740	4,180
36x	2,700	4,065
48x	2,640	3,950
60x	2,620	3,905
72x	2,595	3,850
84x	2,540	3,740
96x	2,490	3,625
108x	2,450	3,515
120x	2,385	3,405
132x	2,310	3,295
144x	2,230	3,190
156x	2,155	3,080

**DUE DATES**

Year	Month	Commitment	Materials to Publisher
<b>2011</b>	December	11-4-11	11-11-11
<b>2012</b>	January	12-5-11	12-12-11
	February	1-5-12	1-12-12
	March	2-6-12	2-10-12
	April	3-5-12	3-12-12
	May	4-5-12	4-12-12
	June	5-4-12	5-11-12
	July	6-5-12	6-12-12
	August	7-5-12	7-12-12
	September	8-6-12	8-10-12
	October	9-5-12	9-12-12
	November	10-5-12	10-12-12
	December	11-5-12	11-12-12
<b>2013</b>	January	12-5-12	12-12-12

\*See NEGOTIATED POSITIONS (above right) for other advertising opportunities.