



CONTACT INFORMATION E-mail: onlineadsales@psychiatrist.com

ELECTRONIC Advertising | 2011

PSYCHIATRIST.COM

Web Ads

Updated 01/03/2011

PLACEMENTS

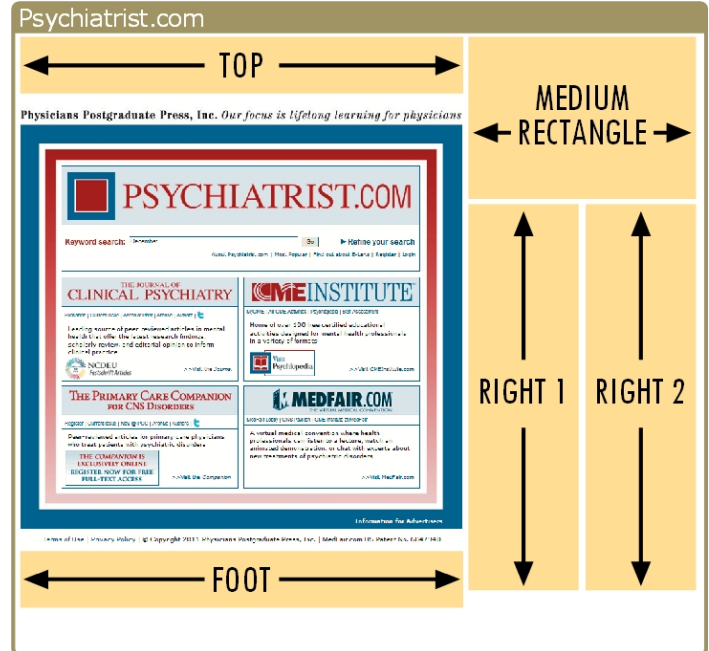
POSITION	AVAILABLE	SIZES	SIZE DESCRIPTION
Top	1	728 x 90	Leaderboard
	1	468 x 60	Standard Banner
	1	300 x 250	Medium Rectangle
Right	2	120 x 600	Skyscraper
	2	160 x 600	Wide Skyscraper
Foot	1	728 x 90	Leaderboard
	1	468 x 60	Standard Banner

PERFORMANCE

	MONTHLY
Web Ad Inventory	675,000
Unique Visitors	115,000
Visits	175,000
Page Views	2,000,000

SPECIFICATIONS

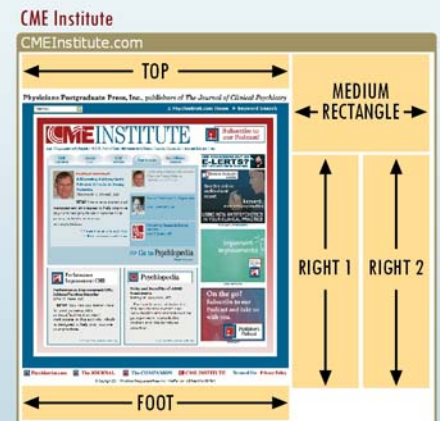
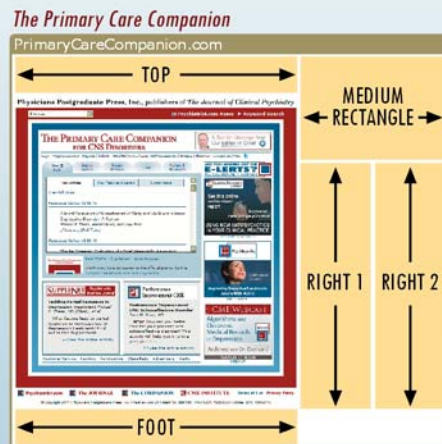
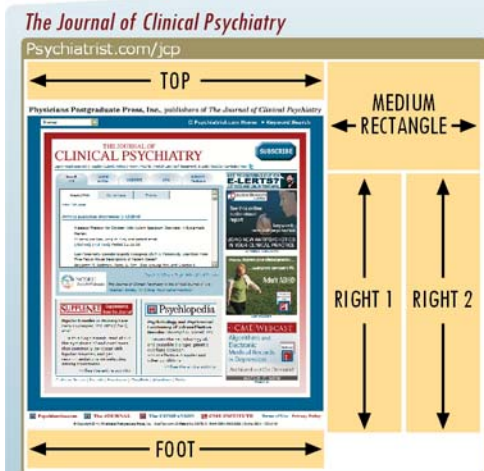
File Size	50kb
Geotargeting Level	Metro
File Types	jpg, gif, animated gif, swf (flash)
Third Party	Yes
Lead Time	5 Business Days



MAIN PAGES

Psychiatrist.com is one of the most popular psychiatric sites* since it is home to *The Journal of Clinical Psychiatry*, *The Primary Care Companion for CNS Disorders*, *The CME Institute*, and *MedFair*. Visitors can access:

- Original clinical articles
- Tables of content for *The Journal of Clinical Psychiatry* and *The Primary Care Companion for CNS Disorders*
- Indices of articles and activities in the CNS arena
- Information for authors
- Online CME



ELECTRONIC ADVERTISING POLICY

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

*June 2007, Focus™ custom study



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PSYCHIATRIST.COM

E-Lerts™ (Newsletter Ads)

Updated 01/03/2011

VARIETIES

Daily	Activities available on our site
Biweekly	J Clin Psychiatry articles that are available online prior to print publication
Monthly	Preview of J Clin Psychiatry table of contents. Broadcast depends on JCP mailing, typically mid-month

PLACEMENTS

POSITION	AVAILABLE	SIZES	SIZE DESCRIPTION
Top	1	468 x 60	Standard Banner
	1	728 x 90	Leaderboard
Right	1	120 x 600	Skyscraper
	1	160 x 600	Wide Skyscraper

PERFORMANCE

Each Send[†]	30,000+
Total Monthly Send[†]	1,200,000+
All Opt-in?	Yes
Open Rate	11%

SPECIFICATIONS

File Size	50kb
Geotargeting Level	Country
File Types	.jpg, .gif, animated .gif
Third Party	Yes
Lead Time	5 Business Days

E-Lert™

TOP

PSYCHIATRIST.COM
JOURNAL OF CLINICAL PSYCHIATRY E-LERT 12.22.10

THE JOURNAL OF
CLINICAL PSYCHIATRY
VOLUME 71 December 2010 NUMBER 12

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ORIGINAL ARTICLES

Shared Neural Activity in Panic Disorder and Undifferentiated Somatoform Disorder Compared With Healthy Controls
Kyung Dong Koh, Jee In Kang, Jong Do Lee, and Young-joon Lee
[\[Abstract\]](#) [\[Full Text\]](#)

Identifying Depressive Subtypes in a Large Cohort Study: Results From the Netherlands Study of Depression and Anxiety (NESDA)
Femke Lamers, Renée de Jonge, Willem A. Nolen, Johannes J. Smits, Frank G. Zitman, Arjan T. F. Beekman, and Brenda W. J. H. Penninx
[\[Abstract\]](#) [\[Full Text\]](#)

Two-Year Outcome of Treatment With Central Stimulant Medication in Adult Attention-Deficit/Hyperactivity Disorder: A Prospective Study
Suzanne Berger, Alexandre M. Joyden, and Christine M. Arnold
[\[Abstract\]](#) [\[Full Text\]](#)

A Cross-Sectional Study of Vitamin D Deficiency Among Immigrants and Norwegians With Psychosis Compared to the General Population
Mach Oppedal Berge, Ingrid Melle, Peter A. Tenjansen, Lars Lien, Eivind Houft, and Ole A. Andreassen
[\[Abstract\]](#) [\[Full Text\]](#)

Rapid Resolution of Suicidal Ideation After a Single Infusion of an N-Methyl-D-Aspartate Antagonist in Patients With Treatment-Resistant Major Depressive

RIGHT

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[†]Opt-in E-Lert™ recipients all receive Daily, biweekly OAP, and Monthly E-TOC E-Lerts™. Send statistics are approximate.