



## THE AMERICAN JOURNAL OF PSYCHIATRY

Official Journal of the American Psychiatric Association

<http://ajp.psychiatryonline.org>

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Rates & Data  
**2016**

## ■ ABOUT US

*The American Journal of Psychiatry*, the most widely read psychiatric journal in the world, is the journal that the overwhelming majority of psychiatrists considers essential, and no other psychiatric journal reaches more psychiatrists with greater impact or immediacy.

AJP's latest Impact Factor of 12.295 places this journal in the top 1% of the more than 8600 scientific, technical, and medical journals for which this quality of research indicator is calculated. AJP also publishes research of great clinical relevance, as exhibited by the three AJP articles that Journal Watch Psychiatry announced in its top 10 psychiatry articles of clinical importance in 2014 (no other journal had more). Plus an AJP article about a possible genetic marker for suicide risk, which could lead to a blood test, was ranked as one of the top science stories of the year. This publishing for the field and for the future is why AJP was recently honored as one of the 100 most influential journals in all of biology and medicine.

AJP is 79% editorial and 21% advertising. All new advertisements are subject to editorial review and approval. APA Publishing is not responsible for minor periodical manufacturing imperfections that do not distort the integrity of the advertising message.

### Special Issues

#### Bonus Distribution

APA Annual Meeting, Atlanta, GA • May 14-18 (May)

IPS: The Mental Health Services Conference, Washington, DC  
Oct. 6-9 (October)

U.S. Psychiatric Congress, San Antonio, TX • Oct. 21-23 (October)

American Academy of Child & Adolescent Psychiatry, New York, NY  
Oct. 24-29 (October)

## ■ RATES

### Black and White Rates

Advertising rates are effective January 1, 2016, and subject to change upon notification by the publisher.

Page	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x
<b>1</b>	\$5,120	5,020	4,975	4,955	4,905	4,825	4,710	4,585	4,460	4,395	4,320	4,255	4,190
<b>1/2</b>	3,750	3,545	3,510	3,300	3,290	3,280	3,265	3,260	3,250	3,120	3,090	3,050	3,010
<b>1/4</b>	1,980	1,735	1,625	1,605	1,595	1,585	1,575	1,565	1,555	1,500	1,480	1,470	1,460

## ■ TOTAL CIRCULATION

### Circulation

Total: 31,002

### Combination Rates

Ads placed in APA publications combine for frequency. Please see our incentive sheet enclosed in this media kit.

### Insert Rates

Billed at earned black and white page rate for frequency rate.

### Earned Rates

Based on number of ad units placed within one calendar year.  
Parent company and subsidiaries combine for earned rate.

### Preferred Position Rates

Cover 2 . . . . . add 25% of earned b/w rate  
Cover 4 . . . . . add 50% of earned b/w rate  
Preferred position . . . . . add 15% of earned b/w rate

### Color Rates

4-color . . . . . \$2,000 plus earned b/w rate  
Matched color . . . . . \$1,090 plus earned b/w rate

### Agency Commission

15% commission. Production charges are non-commissionable.  
Dual responsibility for payment if the agency does not remit within 90 days.

### Nonprofit Membership Organization Discount

Non-profit organizations are eligible for a 25% discount on the black and white rate. Nonprofit ads are noncommissionable.

## ■ ISSUE DATES AND CLOSING DATES

Space reservations, insertion orders, and cancellations must be received in writing by the space deadline. If an ad is cancelled after the space deadline or material is received after the material deadline, the publisher may charge the advertiser for the insertion. In this case, a former ad will be repeated or substitute material requested.

Issue	Space	ROB	Insert	Issue	Space	ROB	Insert
Jan	12/1	12/4	12/10	Jul	6/1	6/6	6/10
Feb	1/4	1/8	1/13	Aug	7/1	7/6	7/12
Mar	2/1	2/5	2/10	Sep	8/1	8/5	8/10
Apr	3/1	3/4	3/11	Oct	9/1	9/6	9/12
May	4/1	4/7	4/12	Nov	10/3	10/7	10/12
Jun	5/2	5/6	5/11	Dec	11/1	11/4	11/9

## ■ MATERIAL

### Ad Sizes

1/4 page ..... 3 3/8" w x 4 7/8" h  
1/2 page horizontal ..... 7" w x 4 7/8" h  
1/2 page vertical ..... 3 3/8" w x 10" h  
Full page ..... 7" w x 10" h  
Bleed page ..... 8 3/8" w x 11 1/8" h  
Bleed page spread ..... 16 1/2" w x 11 1/8" h  
Trim size ..... 8 1/8" w x 10 7/8" h  
Keep essential elements 1/2" from trim edges.

### Print Requirements

AJP is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF/X-1a format. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit [www.swop.org](http://www.swop.org) for a list of certified proofs. Material will be held for one year and then destroyed.

### Design Services

We can design your ad in a PDF format for a noncommissionable production charge of \$50 for 1/4 page, \$100 for 1/2 page, and \$150 for full page. For more information, contact [jjimenez@pminy.com](mailto:jjimenez@pminy.com).

## ■ INSERTS

### Approval

Inserts must be approved prior to printing. Contact:

Susan Tagliaferro

Pharmaceutical Media, Inc.

30 East 33rd St., 4th Floor, New York, NY

212.904.0378; [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

### Insert Sizes: Perfect Bound

2-page inserts ..... 8 3/8" w x 11 1/8" h  
4-page inserts ..... folded to 8 3/8" w x 11 1/8" h  
Trim size ..... 8 1/8" w x 10 7/8" h

Allow 1/8" for head, foot, side and gutter trim.

Keep essential copy elements 1/2" from trim edges.

For all other inserts, contact Susan Tagliaferro at 212.904.0378 or [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com).

## Acceptable Stock Weight

2 page insert: 70-100 lb. book

4 pages or more: 70-100 lb. book

**Quantity** 34,000

## Insert Shipping Requirements

Each shipment must include a packing slip which indicates journal title, insert advertiser name, date of issue, quantity inserts supplied per issue, and number of pallets included in shipment

Each pallet or carton for boxed inserts, must be marked with the following information: journal title, date of issue, quantity per issue, and insert advertiser name.

All inserts must face the same way and have the same side up or separated into large quantities that are oriented the same way and separated by cardboard. Inserts wrapped or tied into bundles will not be accepted. Insert must jog evenly. Wrinkled or torn inserts will be discarded as they will not feed properly in the binding machine. Inserts that stick together and require manual separation in order to bind will be charged a penalty. Inserts for more than one issue may not be packed in same carton. When inserts for multiple issues are stacked on one pallet, the issue to be used first must be on top of the pallet. Inserts which are not prepared for shipping according to the specifications above are subject to a receiving charge of \$50/hour.

## Ship Inserts To:

*American Journal of Psychiatry*

Dartmouth Printing Company

69 Lyme Road

Hanover, NH 03755

Attn: Lisa Davis

## ■ ONLINE ADVERTISING

Digital advertising is available on **PsychiatryOnline.org** and *AJP-in-Advance* and *AJP* Table of Contents e-mail alerts. For more information, please see the Online Advertising rate card or contact Tim Wolfinger at 917.710.8535 or [twolfinger@pminy.com](mailto:twolfinger@pminy.com).

## ■ PUBLISHER



[www.appi.org](http://www.appi.org)

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