

2010 Rate Card

PSYCHIATRIC ANNALS



Advertising Office: Mindworks Communications

Vice President, Sales: Michael Graziani
 Senior Account Manager: Meredith Barnes
 Director of Sales Administration: Carolyn Boerner
 Sales Administrator: Heidi Dybeck
 Sales Director, Classified/Recruitment Division: Kristy Farrell
 Classified/Recruitment Sales Representative: Lori Morro

6900 Grove Road • Thorofare, NJ 08086-9447
 856-384-1793 • 877-307-5255 • Fax 856-848-6091

Publishing Office: SLACK Incorporated

Chief Operating Officer: John C. Carter
 Senior Vice President: Joan-Marie Stiglich, ELS
 Editor: Jan Fawcett, MD
 Executive Editor: Mary E. Archer, ELS
 Circulation Director: Lester Robeson, CCCP



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psychiatricannalsonline.com

RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 for all advertisers.
- Earned Rates:**
 - Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - Agency commission:** 15% gross billings on space, color, cover and preferred position charges.
 - Cash discount:** 2% if paid within 10 days of invoice date. No discount allowed after this period.
- Black-and-white rates:**

Frequency	One page	1/2 page	1/4 page
1x	\$3,735	\$2,510	\$1,680
6x	3,635	2,470	1,650
12x	3,530	2,385	1,605
24x	3,440	2,355	1,565
36x	3,335	2,300	1,535
48x	3,290	2,235	1,495
60x	3,255	2,195	1,470
72x	3,220	2,150	1,440
96x	3,120	2,110	1,420
120x	3,095	2,095	1,390
144x	3,060	2,080	1,370
196x	3,025	2,050	1,350
252x	2,990	2,015	1,330
320x	2,950	1,980	1,330
412x	2,925	1,950	1,330

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction

Standard color \$650
 Matched color 755
 Metallic color 1,115
 Four color 1,765
 Four color + PMS 2,525
 Four color + Metallic 2,890

- Bleed:** No charge

5. Covers, Positions:

a) Covers:

Second cover: Earned b/w rate plus 25%. Color additional.

Third cover: Earned b/w rate plus 15%. Color additional.

Fourth cover: Earned b/w rate plus 50%. Color additional.

b) Special positions:

Facing table of contents: Earned b/w rate plus 10%. Color additional.

Facing first text: Earned b/w rate plus 10%. Color additional.

6. Incentive Programs:

a) **Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.

b) **New Advertiser/Product Incentive:** New product advertisers receive a 10% discount off all advertising placed in 2010 with a minimum 3 ad commitment. This discount may not be combined with the Continuity Incentive. It may be combined with the Psychiatric Market Reach Incentive. To qualify as a new product advertiser, the advertisement must either be for a:

- Company that has not advertised in PSYCHIATRIC ANNALS in the past calendar year; or
- New product from a company currently advertising with PSYCHIATRIC ANNALS; or
- New indication for an existing product currently advertising in PSYCHIATRIC ANNALS.

c) **Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser/Product Incentive.

- 3 issues = 5% off
- 6 issues = 10% off
- 12 issues = 15% off

d) **Psychiatric Market Reach Incentive:** Advertise the same product, in the same month in both PSYCHIATRIC ANNALS and JOURNAL OF PSYCHOSOCIAL NURSING and receive a \$300 discount on a page-for-page basis in both publications. Fractional pages receive \$50 off on a page-for-page basis.

e) **SLACK Corporate Discount:** Take advantage of SLACK'S advertising, custom publishing, event management, and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in 2010 will determine your SLACK Corporate Discount savings in 2011.

f) **When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross cost

- 1) Less Psychiatric Market Reach Incentive
- 2) Less New Advertiser/Product or Continuity Incentive
- 3) Less SLACK Corporate Discount
- 4) Less 15% agency discount

Equals net cost

7. **Online Advertising Rates:** Contact your Sales Representative or visit psychiatricannalsonline.com for more information.

8. **Recruitment/Classified Rates:** Contact Lori Morro at 856-384-1793 x469 or lmorro@gomindworks.com for information on available opportunities.

ISSUANCE AND CLOSING

9. **First Issue:** January 1971

10. **Frequency:** 12 times per year

11. **Issue Dates:** First week of month of issue

12. **Mailing Date and Class:** Mails within the issue month; Periodical Class

13. Extensions and Cancellations:

a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.

b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

14. Special Issues:

a) **American Psychiatric Nurses Association Meeting:** October 2010

b) **Ad Test Issue:** August 2010

15. **General Editorial Direction:** Each issue of PSYCHIATRIC ANNALS synthesizes and analyzes recent research findings in different areas of psychiatry. Our nationally recognized guest editors and authors provide psychiatrists with information that they use in their practices. Current issues in the field and psychopharmacologic considerations are emphasized. Readers regularly look to PSYCHIATRIC ANNALS for CME credits.

16. Average Issue Information (July '08 to June '09):

a) **Average number of articles per issue:** 5

b) **Average article length:** 6 pages

c) **Editorial departments and features:**

- Editorial
- Guest Editorial
- Case Challenges
- CME Quiz
- Resident's Viewpoint

17. Origin of Editorial (July '08 to June '09):

a) **Staff written:** 0%

b) **Solicited:** 90%

c) **Submitted:** 10%

d) **Articles or abstracts from meetings or other publications:** N/A

e) **Peer review:** Yes, by Editorial Board

CIRCULATION

18. Description of Circulation Parameters:

a) **Office-based psychiatry**

b) **Hospital-based psychiatry**

Residents: 2nd- and 3rd-year residents in psychiatry

Interns: specializing in psychiatry

Staff: all psychiatric hospital staff

c) **Other professional activity:** N/A

d) **Military:** N/A

e) **Osteopathic specialties:** N/A

f) **Geriatric psychiatry**

g) **Pediatric psychiatry**

19. Demographic Selection Criteria:

a) **Prescribing:** N/A

b) **Circulation distribution:**

Controlled: 99%

Paid: 1%

c) **Paid information:**

Association members: 0

Is publication received as part of dues?: No.

d) **Subscription rates:** U.S. \$229/year; Canada: add 5% GST; outside the U.S.: add \$53/year

e) **Renewal rate:** Paid: 84.3%

f) **Association:** N/A

20. Circulation Verification:

a) **Audit:** BPA Worldwide

b) **Mailing house:** Publishers Press

21. Coverage:

a) **Date and source of breakdown:** BPA Worldwide, July 2009

22. **Estimated total circulation for 2010:** 38,300

GENERAL INFORMATION

23. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

24. **New Product Releases:** No
25. **Editorial Research:** Once a year
26. **Ad Format and Placement Policy:**
 a) **Format:** welled ___xx___
 b) **Are ads rotated?:** Yes
27. **Ad/Edit Information:** 40/60 Ad/Edit Ratio
28. **Value-Added Services:**
 a) **Ad study:** August issue
 b) **Bonus Distribution:** October issue
 c) **Other:** Advertiser's Index
29. **Reprint Availability:** Yes. Contact John Kain, 856-848-1000, ext. 238, or e-mail jkain@slackinc.com for pricing.
30. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
31. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
32. **Competitor Information:** PSYCHIATRIC ANNALS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
33. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.
34. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

35. **Availability and Acceptance:**
 a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 b) **Acceptance:** An insert sample must be submitted to the Publisher for approval.
36. **Charges:** Furnished inserts are billed at the earned black-and-white space rate. Commissionable.
37. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

38. **Trimming:** Ship folded. Supply size: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ". Trim size: 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ". Trimming of oversized inserts will be charged at cost. Keep live matter $\frac{1}{4}$ " from trim edges and $\frac{3}{16}$ " from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim $\frac{1}{8}$ ".
39. **BRCs:**
 a) **Pricing:** Contact your Sales Representative for prices. Non-commissionable.
 b) **BRC Specifications:** 3 $\frac{1}{2}$ " x 5" minimum to 4 $\frac{1}{4}$ " x 6" maximum; perforated with $\frac{1}{2}$ " lip (from perforation) for binding. Add $\frac{1}{8}$ " for foot trim. Cardstock minimum: 75 lb bulk or higher.

40. **Quantity:** Full run – 42,500 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
41. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

42. Available Advertising Units:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page	7 $\frac{1}{8}$ "	9 $\frac{5}{8}$ "	8 $\frac{3}{8}$ "	11 $\frac{1}{8}$ "
½ Page (Horizontal)	7 $\frac{1}{8}$ "	4 $\frac{3}{4}$ "	8 $\frac{3}{8}$ "	5 $\frac{7}{8}$ "
½ Page (Vertical)	3 $\frac{3}{8}$ "	9 $\frac{5}{8}$ "	4 $\frac{1}{8}$ "	11 $\frac{1}{8}$ "
¼ Page	3 $\frac{1}{4}$ "	4 $\frac{3}{4}$ "		

a) Bleed ads use non-bleed size for live area.
 b) Trim size of journal: 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "
 c) If in doubt about size, contact the advertising office.
 To view thumbnails of ad specs, visit slackinc.com/digitalads.

43. **Paper Stock:**
 a) **Inside pages:** 45# gloss
 b) **Covers:** 80# gloss
44. **Type of Binding:** Perfect bound
45. **Digital Ad Requirements:** For specifications, go to slackinc.com/digitalads
- Color Proofs: One proof, made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
- If only color lasers are furnished, color match on press cannot be guaranteed.**
- Note:** Spread ads should be sent as a one-page file.
Media: CDs and DVDs. **Ads will not be accepted via e-mail.**
Delivery Instructions: Send digital materials to PSYCHIATRIC ANNALS, c/o Mindworks Communications, 6900 Grove Road, Thorofare, NJ 08086-9447, Attn: Heidi Dybeck.
46. **Disposition of Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT

47. **Insertion Orders:**
Send product insertion orders to:
Meredith Barnes
 mbarnes@gomindworks.com
 856-384-1793, ext. 291
- Send classified/recruitment insertion orders to:**
Lori Morro
 lmorro@gomindworks.com
 856-384-1793, ext. 469
- PSYCHIATRIC ANNALS
 c/o Mindworks Communications
 6900 Grove Road
 Thorofare, NJ 08086-9447
48. **Send inserts to:**
Julie Duncan
 PSYCHIATRIC ANNALS
 Publishers Press
 100 Frank E. Simon Ave.
 Shepherdsville, KY 40165
49. **Send digital ad files to:**
Heidi Dybeck
 PSYCHIATRIC ANNALS
 c/o Mindworks Communications
 6900 Grove Road
 Thorofare, NJ 08086-9447
 856-384-1793, ext. 320

► 2010 Editorial Calendar

ISSUE	DATES	FEATURES
JANUARY	Ad closing: 12/1/09 Material due: 12/16/09	Mood Disorders in Later Life
FEBRUARY	Ad closing: 1/4/10 Material due: 1/15/10	Deep Brain Stimulation
MARCH	Ad closing: 2/1/10 Material due: 2/17/10	Depression: Neuroprotection and Neurogenesis and How it Relates to Stress, VEGF
APRIL	Ad closing: 3/1/10 Material due: 3/18/10	Pediatric Psychopharmacology
MAY	Ad closing: 4/1/10 Material due: 4/16/10	Generalized Anxiety Disorder
JUNE	Ad closing: 5/3/10 Material due: 5/18/10	Depression and Metabolic Syndrome
JULY	Ad closing: 6/1/10 Material due: 6/17/10	Psychopharmacology of Schizophrenia
AUGUST	Ad closing: 7/1/10 Material due: 7/19/10	Treatment-resistant Depression Ad Test
SEPTEMBER	Ad closing: 8/2/10 Material due: 8/18/10	Autism and Impulse Control Disorders
OCTOBER	Ad closing: 9/1/10 Material due: 9/17/10	Personality Disorders Bonus Distribution: American Psychiatric Nurses Association, October 13-16, Louisville, KY
NOVEMBER	Ad closing: 10/1/10 Material due: 10/18/10	Treatment of Adolescent Depression
DECEMBER	Ad closing: 11/1/10 Material due: 11/17/10	Adult ADHD