A JOURNAL OF CONTINUING PSYCHIATRIC EDUCATION

PSYCHIATRIC ANNALS®

2007 Rate Card

Unmatched experience.
Targeted editorial content.

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2007 for all advertisers.
2. **Earned Rates:**
   a) **Full run:** 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.
   b) **Agency commission:** 15% gross billings on space, color, cover and preferred position charges.
   c) **Cash discount:** 2% if paid within 10 days of invoice date. No discount allowed after this period.

Frequency	Full Page	½ Page Horizontal/Vertical	¼ Page
1 Time	$3,420	$2,295	$1,540
6 Times	3,330	2,265	1,510
12 Times	3,230	2,185	1,470
24 Times	3,150	2,155	1,435
36 Times	3,055	2,110	1,405
48 Times	3,015	2,045	1,370
60 Times	2,980	2,010	1,345
72 Times	2,950	1,965	1,320
96 Times	2,860	1,935	1,300
120 Times	2,835	1,920	1,275
144 Times	2,800	1,905	1,255
196 Times	2,770	1,875	1,235
252 Times	2,740	1,845	1,215

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

	Charge per color per page or fraction
Standard color	$615
Matched color	720
Metallic color	1,065
Three and four color	1,680
Four color + PMS	2,405
Four color + Metallic	2,750

4. **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. **Discount Programs:**
   a) **Combination Rates:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in Psychiatric Annals, Journal of Psychosocial Nursing, Journal of Gerontological Nursing, The Journal of Knee Surgery, Orthopedics, Orthopedics Today, Infectious Diseases in Children, Pediatric Annals, Infectious Disease News, Today in Cardiology, Hem/Onc Today, Endocrine Today, and Diabetes Vital.
   b) **$200 SLACK Combination Discount:** Advertise the same product ad (A-size or larger) in the same month in Psychiatric Annals and one or more other participating SLACK publication and receive a $200 per page discount off each publication on a page-for-page basis. All fractional pages receive $50 off per page on a page-for-page basis.
   c) **Continuity Discount Program:** Purchase five ads and receive one ad of equal size free. Purchase ten ads and receive two ads of equal size free. Ads do not have to be in consecutive issues. Free ads count toward earned frequency.
   d) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management, and other marketing services in 2007 and earn valuable discounts in 2008. Spend levels achieved in 2007 will determine your SLACK Corporate Discount savings in 2008.
   e) **New Product Launch Program:** Purchase six ads and receive 25% off the last two insertions (A-size or larger). For new drug, new drug indication and device launches only. All discounts are taken off of the total gross ad cost. This program can be used in conjunction with the continuity discount program.
   f) **When taking advantage of more than one discount program, discounts must be taken in the following order:**
   Gross cost
   1) Less $200 Combination Discount
   2) Less individual publication discount
   3) Less SLACK Corporate Discount
   4) Less 15% agency discount
   Equals net cost
7. **Classified:**

Cost per word*:

	1-20	21-40	41-60	61-80	81-100	101-plus
Rate	$7.45	$6.80	$6.05	$5.40	$4.50	$3.70

1/4 page recruitment special: $720*
*denotes net rate, non-commissionable

ISSUANCE AND CLOSING

8. **First Issue:** January 1971
9. **Frequency:** 12 times per year
10. **Issue Dates:** First week of month of issue
11. **Closing Dates:**

ISSUE DATE	AD CLOSING	FINAL AD MATERIAL DUE
January	12/1/06	12/15/06
February	1/2/07	1/16/07
March	2/1/07	2/15/07
April	3/1/07	3/15/07
May	4/2/07	4/17/07
June	5/1/07	5/15/07
July	6/1/07	6/15/07
August	7/2/07	7/17/07
September	8/1/07	8/15/07
October	9/4/07	9/18/07
November	10/1/07	10/15/07
December	11/1/07	11/15/07

   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.
   c) All materials for classified ads to be typeset by SLACK must be received 7 working days prior to the material due date.

EDITORIAL

12. **Special Issues:**
   a) **Fifth Annual Psychiatric Annals Symposium:** March 2007
   b) **American Psychiatric Association Meeting:** May 2007
   c) **American Psychiatric Nurses Association Meeting:** September 2007
   d) **Ad Test Issues:** March

13. **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.

14. **Average Issue Information (July '06 to June '07):**
    a) **Average number of articles per issue:** 5
    b) **Average article length:** 7 pages
    c) **Editorial departments and features:**
    - Editorial
    - CME Quiz
    - Psychiatric Focus
    - Resident's Viewpoint
    - Case Challenges
    - Guest Editorial
    - Psychiatry in the News

15. **Origin of Editorial (July '05 to June '06):**
    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

16. **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**

17. **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. $209/year; Canada: add 6% tax; outside the U.S.: add $53/year
    e) **Renewal rate:** Paid: 84.3%
    f) **Association:** N/A

18. **Circulation Verification:**
    a) **Audit:** BPA Worldwide
    b) **Mailing house:** Publishers Press

19. **Coverage:**
    a) **Date and source of breakdown:** BPA Worldwide, July 2006

20. **Estimated total circulation for 2007:** 35,200

GENERAL INFORMATION

21. **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 products and service advertisers must submit ad copy two weeks prior to closing date.

22. **New Product Releases:** No

23. **Editorial Research**: Once a year

24. **Ad Format and Placement Policy:**
    a) **Format:** welled___xx___
    b) **Are ads rotated?:** Yes

25. **Ad/Edit Information:** 40/60 Ad/Edit Ratio

26. **Value-Added Services:**
    a) **Ad studies:** March
    b) **Custom market surveys:** Contact Publisher
    c) **Focus groups:** Contact Publisher
    d) **Availability of mailing list:** Not available
    e) **Other:** Advertiser's Index, free online ad posting
    f) **Bonus Distribution**

27. **Reprint Availability:** Yes. Contact John Kain, 856-848-1000, ext. 238, for pricing.

28. **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.

29. **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.

30. **Competitor Information:** PSYCHIATRIC ANNALS does not accept advertisements that contain competitor(s') names, publication covers, logos or other content.

31. **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.

32. **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

33. **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.

34. **Charges:** Furnished inserts are billed at the earned black-and-white space rate. Commissionable.

35. **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
	Maximum	Minimum	Reading
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

36. **Trimming:** Ship folded. Trim size: 8⅛" x 10⅞". Head, foot and face trim ⅛".

37. **BRCs:**
    a) **Pricing:** Contact your Sales Representative for prices.
    b) **BRC Specifications:** 3 ½" x 5" minimum to 4 ¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum; 75lb bulk or higher.
38. **Quantity:** Full run – 39,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
39. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

40. **Available Advertising Units:**

	Non-Bleed Ad Sizes: Width		Height	Bleed Sizes:* Width		Height
Full Page	7⅛"	x	9⅝"	8⅜"	x	11⅛"
½ Page Horizontal	7⅛"	x	4¾"	8⅜"	x	5⅞"
½ Page Vertical	3⅜"	x	9⅝"	4⅛"	x	11⅛"
¼ Page	3¼"	x	4¾"			

*Bleed ads use non-bleed size for live area.

If in doubt about size, contact the SLACK office.

To view thumbnails of ad specs, visit slackinc.com/digitalads.

41. **Paper Stock:**
    a) **Inside pages:** 45# gloss
    b) **Covers:** 80# gloss
42. **Type of Binding:** Perfect bound
43. **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 SLACK Incorporated, 6900 Grove Road, Thorofare, NJ 08086-9447, Attn: Jenna Gentile, Psychiatric Annals/ Issue Month.
44. **Disposition of Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

45. **Insertion Orders:**
    Send Insertion Orders to:
    Leslie Nowak, Product
    lnowak@slackinc.com

    Sheri Pattillo, Classified/Recruitment
    spattillo@slackinc.com

    Psychiatric Annals
    SLACK Incorporated
    6900 Grove Road
    Thorofare, NJ 08086-9447
46. **Send inserts to:**
    Julie Duncan
    Psychiatric Annals
    Publishers Press
    100 Frank E. Simon Ave.
    Shepherdsville, KY 40165
47. **Send digital ad files to:**
    Jenna Gentile
    Psychiatric Annals
    SLACK Incorporated
    6900 Grove Road
    Thorofare, NJ 08086-9447

SLACK INCORPORATED

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