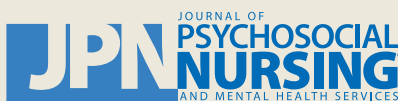


PSYCHIATRIC ANNALS®

Circulation: **34,831**

[Click to view full circulation info](#)



Circulation: **794**

[Click to view Print Advertising Terms and Conditions](#)

Advertising Office:

SLACK Incorporated

Jaimie Byers

National Account Manager

jbyers@slackinc.com, ext. 258

Ann Marie Haley

Sales Administrator

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6900 Grove Road • Thorofare, NJ 08086-9447
856-848-1000 • 800-257-8290 • Fax 856-848-6091

2017 Rate Card | Print

The following rates will be effective with the January 2017 combination of PSYCHIATRIC ANNALS and JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES:

Effective Rate Date:
January 2017 for all advertisers

COMBO RATES | PSYCHIATRIC ANNALS + JOURNAL OF PSYCHOSOCIAL NURSING

1a. Black-and-White rates:

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
Full Page	\$4,920	\$4,805	\$4,690	\$4,580	\$4,410	\$4,275	\$4,195	\$4,125	\$3,990	\$3,950	\$3,900	\$3,850	\$3,810	\$3,755	\$3,710
1/2 Page	3,450	3,375	3,275	3,200	3,115	3,030	2,965	2,920	2,845	2,815	2,795	2,755	2,695	2,670	2,640
1/4 Page	2,410	2,370	2,295	2,230	2,175	2,110	2,075	2,025	1,985	1,935	1,895	1,860	1,820	1,820	1,820

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

Charge per color per page or fraction		
Matched color	Metallic color	Four color
\$1,105	\$1,560	\$2,410

RATES | PSYCHIATRIC ANNALS - ONLY

1b. Black-and-White rates:

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
Full Page	\$4,500	\$4,385	\$4,255	\$4,145	\$4,025	\$3,960	\$3,925	\$3,885	\$3,760	\$3,735	\$3,685	\$3,645	\$3,600	\$3,560	\$3,525
1/2 Page	3,025	2,980	2,875	2,845	2,770	2,700	2,645	2,595	2,545	2,525	2,510	2,465	2,430	2,390	2,355
1/4 Page	2,020	1,990	1,930	1,890	1,850	1,805	1,775	1,735	1,710	1,675	1,650	1,625	1,605	1,605	1,605

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

Charge per color per page or fraction		
Matched color	Metallic color	Four color
\$860	\$1,265	\$2,005

RATES | JOURNAL OF PSYCHOSOCIAL NURSING - ONLY

1c. Black-and-White rates:

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
Full Page	\$2,850	\$2,800	\$2,760	\$2,695	\$2,560	\$2,430	\$2,355	\$2,280	\$2,200	\$2,175	\$2,150	\$2,115	\$2,090	\$2,055	\$2,020
1/2 Page	2,125	2,065	2,015	1,935	1,885	1,830	1,785	1,770	1,705	1,690	1,670	1,645	1,600	1,600	1,600
1/4 Page	1,580	1,560	1,500	1,435	1,400	1,355	1,330	1,290	1,255	1,210	1,180	1,145	1,110	1,110	1,110

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

Charge per color per page or fraction		
Matched color	Metallic color	Four color
\$785	\$1,040	\$1,560

2. **Rates:**

- a) **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:** Fifteen percent gross billings on space, color, cover and preferred position charges.
- c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.

3. **Bleed:** No charge

4. **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.
 - Cash Discount:** 2% if paid within 10 days of invoice date.

5. **Online Advertising Rates:**

Please contact Jaimie Byers at 856-848-1000 x258 or email jbyers@slackinc.com on available opportunities.

6. **Recruitment/Classified Rates:**

Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

1. **Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
2. **New Advertiser Discount:** New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2017. This discount may not be combined with the Continuity Discount or Free Ad Program. To qualify, the advertisement must be for a:
 - a) Product that has not advertised in the past calendar year
 - b) New indication for an currently advertising product
3. **Continuity Discount:** 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 Discount or Free Ad Program.
 - a) 3 issues = 5% off
 - b) 6 issues = 10% off
 - c) 12 issues = 15% off
4. **Free Ad Program:** Purchase 5 ads and receive a 6th ad of equal or lesser size free. Purchase 10 ads and receive an 11th and 12th ad of equal or lesser size free. May not be combined with Continuity, New Advertiser Discounts or Clinical Trial Ad Program.
5. **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
6. **Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
7. **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.

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

Gross cost

- a) Less New Advertiser/Product or Continuity Incentive
- b) Less SLACK Corporate Discount
- c) Less 15% agency discount

Equals net cost

ISSUANCE AND CLOSING

1. **First Issue:**

Psychiatric Annals - January 1971
Journal of Psychosocial Nursing – January 1963

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

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

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

5. **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

- 1. 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.

Each issue of Journal of Psychosocial Nursing provides clinically relevant articles to the psychiatric nurse. Covers all aspects of therapy, treatment modalities, psychopharmacology, and patient care.

- 2. Average Issue Information:**
 - a) Average number of articles per issue: 5
 - b) Average article length: 7 pages
- 3. Origin of Editorial:**

PSYCHIATRIC ANNALS

- 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

JOURNAL OF PSYCHOSOCIAL NURSING

- a) Source: Original contributions
- b) Staff written : 5%
- c) Solicited: 15%
- d) Submitted: 80%
- e) Peer review: Yes

CIRCULATION

- 1. Description of Circulation Parameters:**

PSYCHIATRIC ANNALS

- 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) Geriatric psychiatry

JOURNAL OF PSYCHOSOCIAL NURSING

- a) Psychiatric Nurses
- b) Geriatric Psychiatrists
- c) Psychiatrists
- d) Psychologists
- e) Psychiatric
- f) Community Workers
- g) Social Workers

- 2. Demographic Selection Criteria:**

PSYCHIATRIC ANNALS

- 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. \$288/year;
outside the U.S.: add \$84/year
- e) Renewal rate: Paid: 84.3%

JOURNAL OF PSYCHOSOCIAL NURSING

- a) Prescribing: N/A
- b) Circulation distribution:
Paid: 100%
- c) Paid information:
Is publication received as part of dues?: No.
- d) Subscription rates: U.S.: \$114/year;
outside the U.S.: add \$66/year
- e) Renewal rate: Paid: 65.5%
- f) Average Qualified Paid: 980

- 3. Circulation Verification:**

JOURNAL OF PSYCHOSOCIAL NURSING

- a) SRDS Sworn Statement: June 2016
- b) Printer + Mailing house: Sheridan Press

PSYCHIATRIC ANNALS

- a) Audit: BPA Worldwide
- b) Printer + Mailing house: Publishers Press

- 4. Estimated total circulation for 2017:**

PSYCHIATRIC ANNALS: 34,831
JOURNAL OF PSYCHOSOCIAL NURSING: 794

GENERAL INFORMATION

1. **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 2 weeks prior to closing date.
2. **Online Press Release:** Yes
3. **Editorial Research:** N/A
4. **Ad Format and Placement Policy:**
 - a) **Format**
 - Between articles
 - Within articles
 - b) **Are ads rotated?** Yes
5. **Ad/Edit Information:** 40/60 Ad/Edit Ratio
6. **Value-Added Services:**
 - a) **Bonus Distribution:** APA, US Psych Congress, APNA
7. **Online Advertising Opportunities:** Contact your sales representative or visit healio.com/Psychiatry for more information.
8. **Additional Ad Opportunities:**
 - a) **BRC Inserts:** See 5b under Insert Information on page 14 for specifications
 - b) **Split Run Advertising:** Contact publisher for information
9. **Reprint Availability:** Yes. Email reprints@slackinc.com for pricing.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page Spread	15¾"	x 10¾"	16½"	x 11½"
Full Page	7½"	x 10¾"	8¾"	x 11½"
½ Page (Horizontal)	7½"	x 5"	8¾"	x 5¾"
½ Page (Vertical)	3½"	x 10¾"	4"	x 11½"
¼ Page	3½"	x 5"		

a) **Trim size of journal:** 8½" x 10¾"

b) To view thumbnails of ads specs, visit healio.com/slackadspecs

Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

For spread ads, keep content (images/text) ¼" in on each side of the gutter

2. Paper Stock:

PSYCHIATRIC ANNALS

a) **Inside pages:** 45 lb. text

b) **Covers:** 80 lb. text

JOURNAL OF PSYCHOSOCIAL NURSING

a) **Inside pages:** 45 lb. gloss

b) **Covers:** 100 lb. gloss

3. Type of Binding:

Perfect bound

4. Print Ad Requirements:

For specifications, go to:

healio.com/slackadspecs

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. FTP site available

5. Disposition of Ad Material:

Ad materials will be held one year from date of last insertion and then destroyed unless otherwise notified in writing.

INSERT INFORMATION

- Availability and Acceptance:**
 - Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - Acceptance:** An insert sample must be submitted to the Publisher for approval.
- Insert Charges:** Furnished inserts are billed at the earned black-and-white space rate. Commissionable.
- 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.

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

- 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 $\frac{1}{8}$ ".
- BRCs:**
 - Pricing:** Contact your Sales Representative for prices. Non-commissionable.
 - 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.
- Quantity:**
 - Psychiatric Annals, Full run – 39,000 (estimated).
 - Journal of Psychosocial Nursing, Full Run – 2,000 (estimated)
 - Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
- Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

CONTACT INFORMATION

Insertion Orders:

Send product insertion orders and ad materials to:

Ann Marie Haley

PSYCHIATRIC ANNALS/JOURNAL OF PSYCHOSOCIAL NURSING

6900 Grove Road

Thorofare, NJ 08086 USA

856-848-1000 x263

ahaley@slackinc.com

Send inserts to:

Mark Henson

PSYCHIATRIC ANNALS

Publishers Press

100 Frank E. Simon Ave.

Shepherdsville, KY 40165

Lisa Harrold

JOURNAL OF PSYCHOSOCIAL NURSING

The Sheridan Press

450 Fame Avenue

Hanover, PA 17331

TERMS AND CONDITIONS

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