ABOUT US
The Journal of Neuropsychiatry and Clinical Neurosciences (JNCN) presents original research and clinical reports related to the assessment and treatment of neuropsychiatric disorders, as well as the basic neurosciences underlying psychiatric and neuropsychiatric disorders. JNCN is issued quarterly beginning in January with the Winter issue. It is mailed periodicals class. All new advertisements are subject to editorial review and approval. APPI is not responsible for minor periodical manufacturing imperfections that do not distort the integrity of the advertising message. Consult advertising policy at www.appi.org/Journals/Pages/AdvertisingInfo.aspx.

TOTAL CIRCULATION
JNCN serves a market of psychiatrists and affiliated professionals. As of July 2013, JNCN's verified circulation is 712.

Bonus Distribution Issues
APA Annual Meeting (Spring)
American Neuropsychiatric Association, February 15-19, 2014 (Winter)

RATES
Black and White Rates
Advertising rates are effective January 1, 2014 and subject to change upon notification by the publisher.

<table>
<thead>
<tr>
<th>Combination Rates</th>
<th>Page</th>
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<th>6x</th>
<th>12x</th>
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<td>570</td>
<td>550</td>
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<td>505</td>
<td>460</td>
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<td>390</td>
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<td>350</td>
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Insert Rates
Billed at earned black and white page rate.

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

Cover and 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 $1,270 plus earned b/w rate
Matched color $695 plus earned b/w rate

Agency Commission
15% commission. Production charges are noncommissionable. Dual responsibility for payment if the agency does not remit within 90 days.

ISSUE DATES AND CLOSING DATES
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.
MATERIALS

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

Print Requirements
JNCN 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 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.

INSERTS

Approval
Inserts must be approved prior to printing. Contact: Andrew Wilson
Director of Production Services
American Psychiatric Association
1000 Wilson Boulevard, Suite 1825
Arlington, VA 22209
703.907.7882; awilson@psych.org

Insert Sizes: Perfect Bound
2-page inserts ............................................ 8 3/8"w x 11 3/16"h
4-page inserts ........................................... folded to 8 3/8"w x 11 3/16"h
Trim size .................................................. 8 1/8"w x 10 7/8"h
Allow 3/16" for head and foot; 1/8" for 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.

Acceptable Stock Weight
2 page insert: 70-100 lb. book
4 pages or more: 70-100 lb. book

Quantity
Confer with your advertising representative for current circulation.

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.

Ship Inserts To:
Journal of Neuropsychiatry and the Clinical Neurosciences
Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755
Attn: Lisa Davis

ONLINE ADVERTISING
Digital advertising is available on PsychiatryOnline.org and JNCN Table of Contents e-mail alerts. For more information, please see the Online Advertising rate card or contact Tim Wolfinger at 212.904.0379 or twolfinger@pminy.com.

PUBLISHER

www.appi.org
American Psychiatric Publishing
A Division of American Psychiatric Association
1000 Wilson Boulevard, Suite 1825
Arlington, VA 22209

Editor: Stuart C. Yudofsky, M.D.
Editorial Director: Michael Roy
Publisher, APPI: Rebecca Rinehart
Director of Production Services: Andrew Wilson
Advertising Manager: Lindsey C. Fox