ABOUT US

As the official Journal of the American Neuropsychiatric Association, the society of psychiatrists working at the interface between neuroscience and behavioral disorders, The Journal of Neuropsychiatry and Clinical Neurosciences (JNP) is dedicated to advancing effective diagnosis and treatment options for patients with neuropsychiatric disorders. JNP publishes peer-reviewed articles addressing critical research areas such as Alzheimer’s disease, traumatic brain injury, Parkinson’s disease, epilepsy, and seizure disorders, and is devoted to reporting discoveries in clinical neuroscience that are relevant to understanding the brain-based disorders of patients. The journal features original articles, concisely written clinical and research reports, perspectives on emerging trends in the field, and classic pieces from the field’s rich history. Each issue of this quarterly publication commences with the latest from the outstanding signature section “Windows to the Brain.” 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. Consult advertising policy at www.appi.org/advertising.

TOTAL CIRCULATION

JNP serves a market of psychiatrists and affiliated professionals. As of July 2015, JNP’s verified circulation is 711.

Bonus Distribution Issues

American Neuropsychiatric Association, San Diego, CA
March 16-19 (Winter)
APA Annual Meeting, Atlanta, GA • May 14-18 (Spring)

RATES

Black and White Rates

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

<table>
<thead>
<tr>
<th>Combination Rates</th>
<th>Page</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
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<td>880</td>
<td>830</td>
<td>800</td>
<td>740</td>
<td>715</td>
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<td>1/2</td>
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<td>570</td>
<td>550</td>
<td>520</td>
<td>490</td>
<td>460</td>
<td>450</td>
<td>435</td>
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<tr>
<td>1/4</td>
<td>595</td>
<td>505</td>
<td>460</td>
<td>425</td>
<td>390</td>
<td>370</td>
<td>350</td>
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Ads placed in APA publications combine for frequency.

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.

<table>
<thead>
<tr>
<th>Space</th>
<th>ROB</th>
<th>Inserts</th>
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<tbody>
<tr>
<td>Winter</td>
<td>12/1</td>
<td>12/4</td>
</tr>
<tr>
<td>Spring</td>
<td>3/1</td>
<td>3/4</td>
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<tr>
<td>Summer</td>
<td>6/1</td>
<td>6/6</td>
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<tr>
<td>Fall</td>
<td>9/1</td>
<td>9/6</td>
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Rates & Data 2016

THE JOURNAL OF NEUROPSYCHIATRY AND CLINICAL NEUROSCIENCES

Official Journal of the American Neuropsychiatric Association
http://neuro.psychiatryonline.org

Advertising Sales Office

Pharmaceutical Media Inc., 30 East 33rd Street, New York, NY 10016

Pharmaceutical Advertising

Jill Redlund
P: 212.904.0366  E: jredlund@pminy.com

Tim Wolfinger
P: 917.710.8535  E: twolfinger@pminy.com

Nonpharmaceutical Products and Services

Eamon Wood
P: 212.904.0363  E: ewood@pminy.com

Insertion Orders and Materials

Susan Tagliaferro
P: 212.904.0378  E: stagliaferro@pminy.com
MATERIALS

Ad Sizes
Full page: 7”w x 10”h
Bleed page: 8 3/8”w x 11 3/16”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

Print Requirements
JNP 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:
Susan Tagliaferro
Pharmaceutical Media, Inc.
30 East 33rd St., 4th Floor, New York, NY
212.904.0378; stagliaferro@pminy.com

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.

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:
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 JNP 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.

PUBLISHER
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Arlington, VA 22209

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