

Advertise in the Official Program Book of the 61st Institute on Psychiatric Services

The Institute on Psychiatric Services Scientific Program Committee is providing an opportunity for participating exhibitors to reinforce their presence by advertising in the official *Program Book*.

MAXIMIZE YOUR MARKETING EFFORTS! HIGHLIGHT YOUR EXHIBIT BOOTH ACTIVITY!

An advertisement in the official *Program Book* of the 61st INSTITUTE ON PSYCHIATRIC SERVICES is the final investment to ensure your message reaches the registrants. The official *Program Book* is distributed to all meeting registrants, and is used daily during the meeting and throughout the year when registrants follow-up on contacts made with exhibitors.

Please review the following advertising specifications and reserve your space early to ensure participation. (This offer is open to exhibiting and Industry-Supported Symposia firms only). Black and white ads only.

Mechanical Requirements

Full Page..... 7"W x 10"D
Half Page Horizontal..... 7"W x 5"D
Publication Trim Size..... 8 1/2" x 11"

See diagrams below for further explanation of size.

Closing Dates

Reservations – July 31, 2009
Materials and Payment Due – August 6, 2009
Full payment must accompany materials.

Reproduction Requirements

High Resolution .PDF files with embedded fonts and images in black and white only.

Black & White Page Rates

Full Page..... \$600
Half Page..... \$425

Due to conflicting press schedules, you must provide separate materials, even if your ad is appearing in other APA publications.

Advertising copy will be placed immediately following the alphabetical listing of exhibiting companies with product/service descriptions.

YES, I would like to reserve space in the 2009 Institute on Psychiatric Services official *Program Book*.

AD SIZE: FULL PAGE _____ HALF PAGE _____

COMPANY _____

ADVERTISING AGENCY _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

AUTHORIZED BY _____ PHONE _____ FAX _____

PAYMENT:

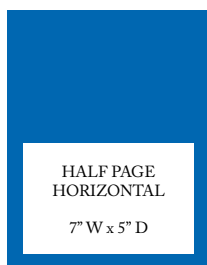
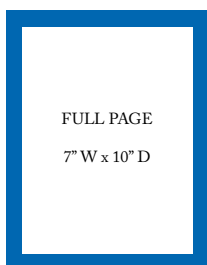
Credit Card: Complete the "Payment By Credit Card" section below and FAX this form to Philip Pardee at (703) 907-7849.

Check or Money Order: Mail this form, along with your check or money order, made payable to the American Psychiatric Association, and return to the address listed below.

Payment by Credit Card: Visa MasterCard American Express (No Other Cards Accepted)

Account Number Expires

Amount: \$ _____ "I authorize you to charge the total payment." Signature: _____



The sizes and formats shown are the only configurations for ads that are accepted for the final *Program Book*. Black and white ads only.

Return by July 31, 2009 to:
Philip Pardee
American Psychiatric Association
Department of Education
1000 Wilson Boulevard, Suite 1825
Arlington, VA 22209-3901
Phone: (703) 907-7841
Fax: (703) 907-7849