



Program Book Advertising Reservation Form

American Psychiatric Association

163rd Annual Meeting

Deadline to Reserve Space: March 5, 2010 • Materials Due: April 2, 2010

New this year!

The Exhibits Guide will be published as part of the 2010 Annual Meeting Program Book distributed to meeting participants. In addition to the Exhibits Guide advertising, the Program Book will contain six special premium tab dividers, advertiser supplied inserts, and run of book ads.

Program Book Advertising Sizes and Rates			Preferred Positions	
	Black & White	Four Color	Available in Four Color Only	
<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> \$3,500 NET	<input type="checkbox"/> \$5,000 NET	<input type="checkbox"/> Cover 2	\$12,000 NET
<input type="checkbox"/> ½ PAGE	<input type="checkbox"/> \$2,200 NET	<input type="checkbox"/> \$3,300 NET	<input type="checkbox"/> Cover 3 and 4	\$20,000 NET
<input type="checkbox"/> ¼ PAGE	<input type="checkbox"/> \$ 900 NET	<input type="checkbox"/> \$2,000 NET	<input type="checkbox"/> Cover 4	\$15,000 NET
<input type="checkbox"/> 2 PAGE INSERT (supplied by advertiser)	\$8,000 NET		<input type="checkbox"/> Cover 3	\$10,000 NET
<input type="checkbox"/> 4 PAGE INSERT (supplied by advertiser)	\$16,000 NET		<input type="checkbox"/> TAB (2 SIDES)	\$16,000 NET

Contacts:

Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Valentin Torres, National Account Manager

P: 212-904-0375 F: 212-685-6126

E: vtorres@pminy.com

Non-pharmaceutical Products and Services

American Psychiatric Publishing, Inc.

Brian Skepton, Ad Sales & Marketing Manager

P: 703-907-7332 F: 703-907-1093

E: bskepton@psych.org

Return reservation form to:

Oxana Myachina

American Psychiatric Publishing, Inc.

1000 Wilson Blvd. Suite 1825

Arlington, VA 22209

P: 703-907-8553 F: 703-907-1093

E: omyachina@psych.org

Ad Specifications –See following page

Payment Policy:

Payment in full is required when reservation is placed.

Yes! We would like to reserve space in the 2010 APA Program Book.

Please reserve the space checked above. (Space is subject to availability.)

Exhibiting Company

Advertising Agency

Contact name

Contact Address

Phone

FAX

E-Mail

Billing Address (if different from contact address)





Annual Meeting Program Book Advertising Specifications

Ad Sizes

Full page: 7" w x 10" h
 1/2 page: 3 3/8" w x 10" h or 7" w x 5" 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 1/8" h
Keep essential elements 1/2" from bleed edges.

Print Requirements

We utilize 100% digital computer-to-plate production according to SWOP standards.. Submit all ads in a PDF according to the guidelines available at <http://journals.psychiatryonline.org/advertising>. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit www.swop.org for a list of certified proofs.

Design Services

We can design your ad in a PDF format for a non-commissionable production charge of \$75 for 1/4 page, \$150 for 1/2 page and \$200 for full page.

Send materials to:

Alison Jones
 Advertising Prepress Manager
 Advertising/Publishing Services
 American Psychiatric Publishing, Inc.
 1000 Wilson Boulevard, Suite 1825
 Arlington, Virginia 22209
 703.907.8542; adprod@psych.org

For production information about inserts and premium tab dividers, contact:

Laura Abedi
 Associate Director
 Advertising/Publishing Services
 American Psychiatric Publishing, Inc.
 1000 Wilson Boulevard, Suite 1825
 Arlington, Virginia 22209
 703.907.8541; labeledi@psych.org

FULL-PAGE

7 W x 10" D

**1/2-PAGE
HORIZONTAL**

7 " W x 5" D

**1/2-PAGE
VERTICAL**

**3 3/8" W
x
10" D**

**1/4-PAGE
VERTICAL**

**3 3/8" W
x
4 7/8" D**

