

REACH THE PSYCHIATRIC COMMUNITY WITH EFFECTIVE, AFFORDABLE RECRUITMENT ADVERTISING!

## Psychiatric Times

**Circulation:** 41,000+ qualified psychiatry professionals

**Editorial:** Independent, objective psychiatry news and clinical updates

**Frequency:** Monthly

**Mailing:** 15th of issue month

**Bonus Distribution:** 4 key conferences and exhibitions in 2011, including the APA, ADA, AACAP, and the U.S. Psychiatric Congress

### Use recruitment advertising to promote your:

AVAILABLE POSITIONS & JOB OPPORTUNITIES

MEETINGS

FELLOWSHIPS

SEMINARS

UPCOMING COURSES

#### OPPORTUNITIES IN PRINT:

- 4-COLOR DISPLAY ADS
- B/W DISPLAY ADS
- CORPORATE OR PRODUCT LOGOS
- IN-COLUMN RECRUITMENT ADS

#### OPPORTUNITIES ONLINE:

- SPONSORSHIPS
- RECRUITMENT DISPLAY ADS
- B/W AND 4-COLOR LOGOS
- LINE RECRUITMENT ADS

#### ONLINE EXPOSURE

Take advantage of a redesigned site packed with new features to reach market segments that your competition may not be targeting to increase the impact of your message!

### PsychiatricTimes.com

Archives of Psychiatric Times print articles back to 2002, breaking news relevant to psychiatry updated throughout the day, downloadable Psychiatric Scales, and more!

## Psychiatric Times



### INDEPENDENT

OBJECTIVE, PEER-REVIEWED  
INFORMATION COVERING  
THE FULL SPECTRUM  
OF PSYCHIATRIC CARE

### INFORMATIVE

QUALITY CONTENT DELIVERS  
A LOYAL, RESPONSIVE  
AUDIENCE OF PSYCHIATRISTS

### INTEGRATED

EXPOSURE THROUGH  
MULTI-PLATFORM  
MEDIA SOLUTIONS



UBM Medica



### PRINT RECRUITMENT OPTIONS

- Recruitment Display Ads (b/w or color)
- Corporate or Product Logos
- In-Column Recruitment ads

### GRAB THEIR ATTENTION WITH COLOR!

Increase your impact with flexible 4-color display advertising or your full-color logo.

### RECRUITMENT ADVERTISING COLUMN WIDTHS

One Column	2 3/16"
Two Columns	4 5/8"
Three Columns	7"
Four Columns	9 7/16"



### ONLINE ADVERTISING OPTIONS

Print and Online or Online Only Recruitment ads. Also available: B/W or 4-color logos, blind box, screened box, entire ad in bold, and 4-color display ads.

### PRODUCTION SPECIFICATIONS

Visit <http://mediakit.ubmmedica.com> for detailed specs.

### PRODUCTION FEES

\$150 and up to produce print display ads. Additional fees may apply for rush listings (less than 48-hour turnaround) or if materials are not received in an acceptable electronic format.

### Provisions

- 1) Recruitment copy is subject to change according to *Psychiatric Times* style guidelines.
- 2) A \$25 fee for any client-requested changes to recruitment copy after the published deadline.
- 3) Cancellations must be received in writing.
- 4) Advertisements will be typeset as submitted, and conformed to *Psychiatric Times* style guidelines. Lines of space separating headlines and paragraphs are counted as chargeable lines.
- 5) *Psychiatric Times* is not liable for the failure, for any reason, to publish an ad.
- 6) *Psychiatric Times* strives for total accuracy when entering recruitment ads, however, we cannot accept responsibility for typographical errors when they occur.
- 7) 15% agency discount

### PRINT RECRUITMENT RATES

	GROSS
Cost per Line (Standard line ad - 5 lines minimum)	\$23.00
B/W Price/Inch	\$195.00
B/W 1 Column x 3 Inches	\$560.00
B/W 1 Column x 4 Inches	\$736.00
B/W 1 Column x 5 Inches	\$916.00
B/W 1 Column x 6 Inches or 2 Columns x 3 Inches	\$1,086.00
B/W 2 Columns x 4 Inches	\$1,436.00
1/2 page	\$4,720.00
1/4 page	\$2,615.00
<b>Enhancements</b>	
B/W Logo	\$200.00
4-color Logo	\$275.00
Blind Box	\$50.00
Screened Box	\$100.00
Entire Ad in Bold	\$60.00
Classified Display Ad 4-Color	\$260.00

### ONLINE RECRUITMENT RATES

#### Combined Print and Online (surcharge for Online)

0-25 Lines	\$100.00
26-50 Lines	\$150.00
51-75 Lines	\$200.00

#### Online Only

0-25 Lines	\$500.00
26-50 Lines	\$650.00
51-75 Lines	\$800.00
Banner Ad within Classified Section	\$80.00 CPM
Career Opportunity Newsletter Sponsorship	\$1,600.00 (per newsletter)

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Call Jules Leo at (201) 984-6267

to reserve space E-mail: [jules.leo@ubm.com](mailto:jules.leo@ubm.com)



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