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UBM Medica

UBM Medica
535 Connecticut Ave, Suite 300
Norwalk, CT 06854
Tel: (203) 523-7000
Fax: (203) 842-3931



Psychiatric Times

www.psychiatrictimes.com

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

KEY CONTACTS

Publisher
Cindy Flaum
(201) 984-6266
cindy.flaum@ubm.com

Recruitment Sales Manager
Jules Leo
(201) 984-6267
jules.leo@ubm.com

Group Editorial Director
Susan Kweskin
(203) 523-7095
susan.kweskin@ubm.com

Managing Editor
Natalie Timoshin
(203) 523-7090
natalie.timoshin@ubm.com

Director - Marketing, Research & Circulation
Amy Erdman
(203) 523-7041
amy.erdman@ubm.com

Production Department
(203) 523-7050
production@ubmmedica.com

Media Kit & Production Specs
http://mediakit.ubmmedica.com

RATES

1. Effective Date and Agency Discount

- (a) **Effective rate date:** January 2012. No condition other than those set forth in this rate card shall be binding upon UBM Medica LLC ("UBM Medica") unless specifically agreed to by UBM Medica in writing.
- (b) **Agency commission:** Display ads (including color) are fully commissionable to AAAA-accredited agencies at 15% when paid within 30 days. No other discounts are allowed. Classified and non-profit ads are non-commissionable. All payments due within 30 days of the invoice date. Mechanical charges are not subject to advertising agency commission. Agency commissions are not payable on invoices which are not paid within 90 days of the date of invoice.
- (c) At request of agency and advertiser, arrangements will be made to directly bill the advertiser.

2. Earned Rates

- (a) **Full run:** Earned rates, according to the rate card in force, are given to advertisers based on advertising frequency within a 12-month period. Earned rates are based on total number of full and fractional pages, and all page sizes are counted in determining frequency discounts. A spread counts as two insertions. Full pages and fractional pages count as a single insertion. Each page of an insert counts as one insertion.
- (b) **Frequency rates:** The 2012 frequency rate will be determined by the total number of pages placed in *Psychiatric Times* by a company and its subsidiaries within the 12-month period of January-December 2012.

3. Discounts*

- (a) **New Launch Program:** For any new launch product that places in *Psychiatric Times* the advertiser will earn a free "echo" ad with the sixth insertion.
- (b) **Double Impact Discount:** Place 2 insertions of the same ad in the same issue and receive a 50% discount off the second ad. Ad units must be identical.
- (c) **Corporate Discount:** Please contact the Publisher for more information.

*Please note that incentives are mutually exclusive. Consult publisher for discount order.



RATES CONTINUED

4. 2012 Full-Run Rates (black and white)

SIZE	1X	6X	12X	24X	36X
King page	8,678	8,338	7,869	7,720	7,555
3/4 page	7,545	7,153	6,741	6,561	6,149
Island	5,135	4,609	4,187	4,135	3,935
1/2 page	4,862	4,491	4,084	3,847	3,662
1/3 page	3,708	3,080	2,982	2,915	2,750
1/4 page	2,693	2,302	2,209	2,112	2,019

SIZE	48x	60x	72x	96x	120x
King page	7,241	7,148	6,999	6,896	6,741
3/4 page	6,051	5,747	5,547	5,485	5,346
Island	3,863	3,512	3,311	3,270	3,234
1/2 page	3,435	3,219	3,131	3,095	3,044
1/3 page	2,647	2,601	2,487	2,426	2,364
1/4 page	1,869	1,808	1,746	1,710	1,653

Color: In addition to earned black-and white rates

- 2-Color: Add \$1,020 per page
- 2-Color PMS: Add \$1,540 per page
- 3-Color or 4-Color: Add \$2,075 per page
- 5-Color: \$2,462 per page
- 4-Color + metallic/fluorescent: \$2,745

5. Bleed: No Charge

2012 Insert Rates

SIZE	1x	6x	12x	24x	36x
2 pg King insert	18,612	17,937	17,005	16,712	16,387
2 pg Island insert	11,505	9,703	9,594	9,502	9,085
4 pg King insert	37,240	35,885	34,016	33,413	32,754
4 pg Island insert	23,010	19,410	19,194	18,998	18,180
6 pg King insert	55,867	53,838	51,016	50,130	49,131
6 pg Island insert	34,526	29,108	28,789	28,505	27,259
8 pg King insert	74,495	71,776	68,026	66,842	65,508
8 pg Island insert	45,979	38,810	38,383	38,002	36,349

SIZE	48x	60x	72x	96x	120x
2 pg King insert	15,733	15,543	15,296	15,048	14,739
2 pg Island insert	8,564	8,255	7,843	7,771	7,684
4 pg King insert	31,472	31,199	30,498	30,091	29,479
4 pg Island insert	17,129	16,511	15,677	15,532	15,373
6 pg King insert	47,205	46,633	45,742	45,135	44,213
6 pg Island insert	25,683	24,761	23,515	23,299	23,051
8 pg King insert	62,943	62,181	60,950	59,874	59,132
8 pg Island insert	34,253	33,017	31,353	31,075	30,740

6. Covers and Special Positions

4th Cover: Add 50% of earned B/W rate

2nd and 3rd Cover: Add 25% of earned B/W rate

Center Spread: Add 25% of earned B/W rate

Special Positions

All other special positions: Add 25% of earned B/W rate

INSERTS

7. Availability and Acceptance

(a) **Availability:** Full run. Full tabloid size and "A-size" inserts are acceptable. Demographic/geographic inserts accepted on a limited, priority basis. Consult the publisher.

(b) **Acceptance:** Send sample to publisher for approval prior to ad closing date. Final furnished inserts must be the same size as the approved sample.

8. Trimming Sizes and Specifications

For detailed insert specifications please visit <http://mediakit.ubmmmedica.com>

9. Multi-Page insert conversion program

Advertisers with multi-page (A-size) inserts, 4 to 16 pages, can have their insert converted to king-sized run-of-book pages in *Psychiatric Times*. The converted ad will be billed at the king-page B/W rate times the number of pages, plus a \$1,000 production fee. Production fee is non-commissionable. Digital file of the insert converted to king is required.

10. **Shipping:** Carton packing preferred. Mark with quantity and date of issue.

Psychiatric Times

c/o Fry Communications, Inc.
Attn: UBM Medica
800 West Church Road
Mechanicsburg, PA 17055

11. **Quantity Required:** 47,000 per issue

12. **Split-run Inserts:** Available on a limited, priority basis. Contact publisher for rates and availability.

ISSUANCE AND CLOSING

13. **First Issue:** April 1985

14. **Frequency:** 12x per year.

15. **Issue Date:** Second week of month

16. **Mail Date:** First week of issue month

17. Closing Dates

(a) Space and materials deadlines:

Issue	Close	Materials
January	December 1	December 8
February	January 6	January 13
March	February 7	February 12
April	March 5	March 12
May	April 9	April 16
June	May 4	May 11
July	June 9	June 16
August	July 7	July 14
September	August 3	August 10
October	September 6	September 13
November	October 5	October 12
December	November 2	November 9

ISSUANCE AND CLOSING CONTINUED

(b) Cancellations and changes: Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed to by both parties in writing. UBM Medica is under no obligation to revise advertising materials unless changes are received by the UBM Medica production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

18. Mailing Class: Standard. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

EDITORIAL

19. Editorial Profile: *Psychiatric Times* is the forum for the voice of psychiatry. We provide psychiatrists with up-to-date clinical information, news, commentaries and continuing medical education articles to enhance their practice. Leaders in psychiatry are the cornerstones of our publication, providing invaluable guidance as peer reviewers and Special Report chairs as well as authoring articles and columns. From world news to changes in prescribing indications to the latest trends and technologies in psychiatric practice to insightful and thought-provoking commentaries, *Psychiatric Times* keeps its readership clinically prepared and at the leading edge of their field!

20. Peer Review: *Psychiatric Times* publishes a combination of peer-reviewed and analytical practical articles, plus news of clinical interest to psychiatrists and other mental health providers. All manuscripts are subjected to the highest scrutiny and edited for content, style, and readability.

CIRCULATION

21. Description of Circulation Parameters*

Psychiatric Times serves psychiatrists, child psychiatrists, forensic psychiatrists, addiction psychiatrists, and geriatric psychiatrists.

(a) Circulation distribution: 100% controlled

22. Circulation Verification

(a) Audit: BPA Worldwide

(b) Mailing house: Direct Medical Data, LLC

23. Coverage: See circulation breakdown in Section 24

24. Estimated Total Circulation for 2012: 40,051*

2012 Circulation

Prof. Classification	Office	Hospital	Other	Totals
Addiction Psychiatry	45	20	12	77
Child Psychiatry	4,479	307	76	4,862
Psychiatry	21,881	7,814	5,199	34,894
Forensic Psychiatry	44	20	22	86
Geriatric Psychiatry	90	33	7	130
Totals:	26,541	8,194	5,316	40,051

*Publisher's projected 2012 circulation based on projected (8/25/11) Direct Medical Data physician counts. Total Qualified BPA July 2011 circulation is 40,051.

GENERAL INFORMATION

25. Requirements for Advertising Acceptance

All orders are subject to publisher's approval and acceptance by UBM Medica at its headquarters. The publisher reserves the right to insert the word "advertisement" above or below any copy. Advertisements are accepted with an assumption that the advertiser and its agency have a right to publish their contents. The advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss arising out of publication.

26. New Product Releases: Consult publisher

27. Editorial Research: Consult publisher

28. Ad Format and Placement Policy: Positioning of advertisements is at the sole discretion of UBM Medica except where a specific position has been agreed to by UBM Medica in writing. UBM Medica assumes no liability for any errors or omissions in key numbers appearing in advertisements.

29. Ad/Edit: 60% ad/40% edit

30. Services

(a) Mailing list: Contact publisher

(b) Editorial reprints: Contact publisher

(c) Sponsorship opportunities: Contact publisher for details regarding *Psychiatric Times* sponsorship opportunities.

31. Association Memberships: *Psychiatric Times* is a division of UBM Medica which is a member of Business Publications Audit (BPA).

32. Educational Activities Opt Out: We value our relationship with our readers. Recipients of *Psychiatric Times* occasionally receive additional educational activities as supplements or in other formats. All recipients of *Psychiatric Times* can opt-out of receiving the journal and the accompanying educational activities at any time by contacting our Circulation Department.

MECHANICAL REQUIREMENTS

33. Ad Sizes and Bleed Sizes

(a) **Hold live matter:** .5" from trim edge

(b) **Trim size of journal:** 10.4375" x 13.75"

Display Ad Sizes	Trim			Bleed		
	Width	x	Height	Width	x	Height
King Bleed	10.4375	x	13.75	10.9375	x	14.25
Island	6.6562	x	10	7.1562	x	10.5
Island Spread	14.8	x	10	15.3	x	10.5
3/4 Vertical	6.6875	x	12.75	7.1875	x	13.25
3/4 Horizontal	8.9375	x	9.75	9.4375	x	10.25
1/2 Vertical	4.375	x	12.75	4.875	x	13.25
1/2 Horizontal	8.937	x	6.25	9.4375	x	6.75
1/4 Vertical	2.083	x	12.75	2.583	x	13.25
1/4 Page	4.375	x	6.25	4.875	x	6.75
1/3 Horizontal	8.9375	x	4.375	9.4375	x	4.875

34. Type of Binding: Saddle Stitched

35. Reproduction Requirements: All Web Offset printing. *Psychiatric Times* is produced 100% computer-to-plate (CTP) and subscribes to the SWOP standards: www.swop.org.

(a) **File format is PDF/X-1A. Tools available at <http://mediakit.ubmmedica.com>**

You may submit your digital ad files via the Send My Ad Portal: <https://cmpmedica.sendmyad.com/>

(b) **Disposition of Material:** Files will be held one year from last issue date and then destroyed unless we are specifically instructed to do otherwise.

ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of UBM Medica, except where a specific position has been agreed to by UBM Medica in writing.

2. UBM Medica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.

3. UBM MEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

4. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

5. The advertiser hereby represents and warrants to UBM Medica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("Ad Materials") in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless UBM Medica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices).

6. UBM MEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT UBM MEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL UBM MEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO UBM MEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.

7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.

8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.

9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.

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