

RATE CARD #23 ■ Date Issued: September 2007 ■ Effective Date: January 2008

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Psychiatric Times

THE CLEAR MARKET LEADER

RATES

1. Effective Date and Agency Discount

a) Effective rate date: January 2008

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. Advertiser shall pay a late charge of 1% per month on all invoices not paid within 30 days of the date of such invoices.

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 2008 frequency rate will be determined by the total number of pages placed in *Psychiatric Times* and *Applied Neurology* by a company and its subsidiaries within the 12-month period of January-December 2007.

3. Discounts*

a) Combination Buy: Run the same ad in both *Psychiatric Times* and *Applied Neurology* in the same month and receive a 10% discount off both insertions.

b) 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.

c) 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.

d) Special Topic Issue Program: (mid month April and October issues)

Option A: Advertisers that run in each of the 12 regular issues of *Psychiatric Times* will receive 50% off each insertion run in the Special Topic issues. This discount applies to monthly advertisers running in one or both Special Topic issues.

Option B: Run in both the regular April issue and the April 15 Special Topic issue and receive a 20% discount on the April 15 insertion. Run in both the regular October issue and the October 15 Special Topic issue and receive a 20% discount on the October 15 insertion.

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

Psychiatric Times



The clear market leader

RELEVANCE

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

REACH

A LOYAL, RESPONSIVE
AUDIENCE OF PSYCHIATRISTS

RESULTS

EXPOSURE THROUGH THE
NATION'S BEST-READ
PSYCHIATRIC PUBLICATION



CMPMedica
United Business Media
WWW.CMPMEDICA.COM

RATES CONTINUED

4. 2008 Full-Run Rates (black and white)

SIZE	1x	3x	6x	12x	24x	36x
King page	7,600	7,480	7,305	6,895	6,765	6,620
3/4 page	6,610	6,440	6,270	5,905	5,750	5,385
Island	4,500	4,330	4,040	3,665	3,625	3,445
1/2 page	4,255	4,230	3,935	3,580	3,370	3,205
1/3 page	3,250	2,830	2,695	2,615	2,555	2,415
1/4 page	2,360	2,090	2,015	1,935	1,850	1,765

SIZE	48x	60x	72x	96x	120x
King page	6,340	6,260	6,130	6,040	5,905
3/4 page	5,215	5,040	4,865	4,805	4,685
Island	3,215	3,080	2,900	2,870	2,835
1/2 page	3,005	2,820	2,745	2,710	2,620
1/3 page	2,315	2,280	2,180	2,125	2,070
1/4 page	1,640	1,585	1,530	1,500	1,480

Color: In addition to earned black-and white rates

- 2-Color: Add \$950 per page
- 2-Color PMS: Add \$1,430 per page
- 3-Color or 4-Color: Add \$1,890 per page
- 5-Color: \$2,290 per page
- 4-Color + metallic/flourescent: \$2,550

5. Bleed: No Charge

INSERTS

7. Availability and Acceptance

a) Availability: Full run. Full tabloid size and 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. Sizes and Specifications

a) Island Insert

Supplied to Trim at 8" x 11. Paper Stock: no more than 80#. Carton Packed: Labeled with publication and month of issue

b) King Insert

Delivered size: 10 5/16" x 13 15/16". Trim Size: 10" X 13 3/4". Live area: 9 1/2" x 12 3/4". Paper Stock: no more than 80#. Carton Packed: Labeled with publication and month of issue.

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 Brown Printing Company
Attn: Christie Schiller
11595 McConnell Road
Woodstock, IL 60098
Tel: 815-338-6750

2008 Insert Rates

SIZE	1x	3x	6x	12x	24x	36x
2 pg insert	16,305	16,070	15,715	14,895	14,635	14,350
2 pg island insert	10,080	9,735	8,500	8,405	8,320	7,960
4 pg insert	32,615	32,140	31,430	29,790	29,265	28,685
4 pg island insert	20,155	19,470	16,995	16,810	16,640	15,920
6 pg insert	48,925	48,205	47,150	44,680	43,900	43,025
6 pg island insert	30,235	29,205	25,490	25,210	24,960	23,870
8 pg insert	65,240	64,275	62,860	59,575	58,535	57,370
8 pg island insert	40,310	38,940	33,990	33,615	33,280	31,830

SIZE	48x	60x	72x	96x	120x
2 pg insert	13,780	13,615	13,355	13,180	12,910
2 pg island insert	7,500	7,230	6,870	6,805	6,730
4 pg insert	27,560	27,230	26,710	26,355	25,815
4 pg island insert	15,000	14,460	13,730	13,605	13,460
6 pg insert	41,340	40,840	40,060	39,530	38,720
6 pg island insert	22,495	21,685	20,595	20,405	20,190
8 pg insert	55,120	54,455	53,415	52,710	51,630
8 pg island insert	29,995	28,915	27,460	27,210	26,920

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

3rd Cover and 4th Cover: Add 50% 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

11. Quantity Required: 48,000 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: 14x per year. (Monthly, with two bonus issues)

15. Issue Date: Second week of month

17. Closing Dates

a) Space and materials deadlines:

Issue	Close	Materials
January	December 3	December 10
February	January 2	January 9
March	February 1	February 8
April	March 3	March 10
April 15	March 10	March 17
May	April 1	April 8
June	May 1	May 8
July	June 2	June 9
August	July 1	July 8
September	August 1	August 8
October	September 1	September 8
October 15	September 15	September 22
November	October 1	October 8
December	November 3	November 10

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. CMPMedica USA is under no obligation to revise advertising materials unless changes are received by the CMPMedica USA production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

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-

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

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: Cegedim Dendrite

23. Coverage: See circulation breakdown in Section 24

24. Estimated Total Circulation for 2008: 39,296*

2008 Circulation

Prof. Classification	Office	Hospital	Other	Totals
Addiction Psychiatry	68	28	0	96
Child Psychiatry	3,720	407	0	4,127
Psychiatry	23,593	8,832	2,284	34,709
Forensic Psychiatry	76	28	0	104
Geriatric Psychiatry	208	52	0	260
Totals:	27,665	9,347	2,284	39,296

***Publisher's projected 2008 circulation based on current (7/23/07) Cegedim Dendrite physician counts. Total qualified BPA May 2007 circulation is 41,606.**

GENERAL INFORMATION

25. Requirements for Advertising Acceptance

All orders are subject to publisher's approval and acceptance by CMPMedica USA 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 CMPMedica USA except where a specific position has been agreed to by CMPMedica USA in writing. CMPMedica USA 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: See 2008 media kit or contact publisher for details regarding *Psychiatric Times* sponsorship opportunities.

31. Association Memberships: *Psychiatric Times* is a division of CMPMedica USA which is a member of the Association for Medical Media (AMM), the American Business Media (ABM), and 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"

	Trim	Bleed
Display Ad Sizes	Width x Height	Width x Height
King Page:	9.4375 x 12.75	9.9375 x 13.25
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 www.cmpproduction.com.** You may submit your digital ad files on Macintosh formatted CD-ROMs.

b) **Digital proof specifications:** Color guide required for all ads. Contact proof that meets SWOP guidelines is required. Publisher and printer will not accept quality responsibility if color proofs are not submitted.

c) **Media labeling:** Please include a copy of the insertion order as well as:

- Publication title
- Issue date
- Agency/Vendor/Advertiser name
- Production contact and phone number
- File name/number and list of components

All file preparation guidelines are available at www.cmpproduction.com

d) **Shipping:** Genenne Velezis
Production Department (*Psychiatric Times*)
CMPMedica USA, Cliggott Publishing Group
330 Boston Post Road, PO Box 4027
Darien, CT 06820-4027
Phone: (203) 662-6518
Fax: (203) 662-6777

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

f) **Charges:** All custom work will be billed and is not commissionable. Advertisers may be charged \$50-\$500 for adjustments and corrections to incorrectly supplied files.

CORPORATE PROVISIONS

1. All orders are subject to acceptance by CMP Healthcare Media LLC at its headquarters in San Francisco, CA.

2. No conditions other than those set forth in this rate card shall be binding upon CMP Healthcare unless specifically agreed to by CMP Healthcare in writing.

3. Positioning of advertisements is at the sole discretion of CMP Healthcare, except where a specific position has been agreed to by CMP Healthcare in writing.

4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed between the parties in writing. CMP Healthcare is under no obligation to revise advertising materials not received by the CMP Healthcare production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

5. CMP Healthcare 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.

6. CMP Healthcare is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMP Healthcare's control.

7. In consideration of CMP Healthcare's printing, publishing or distributing advertising (or distributing another product) for the advertiser, the advertiser

and its agency agree to indemnify and defend CMP Healthcare against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of CMP Healthcare's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's website and use of advertiser's products and services.

8. In no event shall CMP Healthcare be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to CMP Healthcare for the printing, publication or distribution of such materials.

9. CMP Healthcare reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to CMP Healthcare.

10. Advertising in CMP Healthcare's online products and services is subject to the terms of the applicable online insertion order.

11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. 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, CMP Healthcare is entitled to hold back the publication of further orders until all amounts due are paid up.