Established in 1956, The Canadian Journal of Psychiatry is an official scientific publication of the Canadian Psychiatric Association. Published 10 times a year, each issue informs clinicians, researchers, educators, graduate students, and administrators of the ongoing developments in Canadian and international psychiatry through peer-reviewed articles. The Journal highlights solicited “In Review” articles from world leaders in psychiatric research to update readers in such areas as schizophrenia; affective, anxiety, and personality disorders; geriatric and child psychiatry; and neuroscience. All issues include original research, reviews, and scholarly debate in the letters and book review sections. As an official publication of the Canadian Psychiatric Association, the Journal publishes the Association’s official position papers, guidelines, brief statements and clinical practice guidelines. Supplements to The Canadian Journal of Psychiatry, which examine current research and topics of special interest, are also published and mailed to all readers.

The Canadian Journal of Psychiatry is received by all practicing Canadian Psychiatrists, Psychiatry Residents in Training, selected Family Physicians with significant mental health practices and interest in “shared care”, and more than 700 paid international and domestic institutional and individual subscribers. For over 40 years, Canadian psychiatrists and mental health professionals have consulted the Journal to keep abreast of new developments in their field. As the most authoritative publication of the Canadian Psychiatric Association, the Journal keeps clinicians up-to-date on issues of professional standards and clinical practice. No other psychiatric publication in Canada offers such exceptional long-term and wide-spread exposure to psychiatry clinicians and residents.

As reflected in the 2001 Delta-Media Vision Research survey*, to most effectively reach Canadian physician readers who are most actively engaged in general and subspecialty practice psychiatry and mental health care services, The Canadian Journal of Psychiatry is the obvious and proven reader’s choice!

*Delta-Media Vision Research survey results available at http:cpa-apc.org/publications (to be confirmed)
**DISPLAY ADVERTISING RATES**

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**GUARANTEED POSITION**

20% extra on space Bleed no charge

*non-cancellable — annual commitment required (every issue); 4-colour only

**CORPORATE SPONSORSHIP**

Sponsorship of prestigious *In Review* articles $2100 per individual article or $1700 per article if confirmed for the year

Rates are based on total amount of space used within a calendar year. Rateholder principle not recognized. Agency commission: 15% to recognized agencies for display advertising only. No cash discounts available. Terms: Net 30 days, 2% interest on overdue accounts.

**CLASSIFIED AND ONLINE ADVERTISING**

Classified rates cited above apply. Online rates are $3.00 per word, with a minimum of 35 words per insertion. To advertise in both The Canadian Journal of Psychiatry and on the Website, insertion rates are based on the *Journal* space rate plus $2.00 per word for the online version of the advertisement. **There is no agency commission for classified, career, or online advertising.**

**COPY AND CONTRACT REGULATIONS:** A) Advertisers and advertising agencies assume liability for all content for advertising printed and also assume responsibility for any claims arising there from made against the publisher. B) Advertiser and advertising agency agree that the publisher shall be under no liability for failure for any cause to insert any advertisement. C) Advertiser and advertising agency are jointly responsible for the payment of advertising published. D) All advertising material is subject to approval of the publisher. E) Cancellations cannot be accepted after closing date. F) The appearance of advertising in the *Journal* does not constitute a guarantee or endorsement of the quality or value of such product or of the claims made for it by its manufacturer. G) Earned rates are based on the total amount of space used in a year. All schedules that are not matched in the specified year will be billed at the earned rate.

**MECHANICAL REQUIREMENTS**

Type page: 7” x 10”

Trim: 8 1/8” x 10 7/8”

Bleed page: 8 3/8” x 11 1/8”

DPS bleed: 16 3/4” x 11 1/8”

Unit Size Wide Deep

1/2 page 4 1/2” 10”

1/2 h page 7” 4 7/8”

1/2 v page 3 3/4” 10”

1/3 h page 7/4” 3 5/8”

1/3 v page 2 3/8” 10”

1/4 page 3 3/4” 4 7/8”

Bootlug 3 1/2” 11”

**PRINTING PROCESS:** Offset. Binding Method: perfect. Half-tone Screen: 133 maximum, negatives to be supplied emulsion side down, 4-colour: Maximum screen 133, 1 set, emulsion side down, requires set of progressive proofs. Photographs, negatives or positives and artwork made for advertiser are charged for production.

**INSERTS:** Earned black & white space rate plus $420 binding-in charge. Single leaf inserts not to exceed 80 lbs. Quantity required 8,000. Printed inserts should be supplied untrimmed 8 5/16” x 11 3/16” (including 3/16” head trim). Maximum weight of stock 70 lbs (on 25 x 38 sheet basis). Inserts from USA must show “Printed in USA.” Sample of insert or photostat should accompany insertion order.

**INSERTION ORDERS (IO), AND MATERIAL, CLOSING DATES—2002:**

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**Address and Information:** Send contracts, insertion orders, and production material to: The Canadian Journal of Psychiatry, Smita Hamzeh (Advertising), 260-441 MacLaren Street, Ottawa, Ontario K2P 2H3. Phone (613) 234-2815 ext 225; Fax: (613) 234-9857; E-mail: shamzeh@cpa-apc.org