

The Canadian Journal of Psychiatry

La Revue Canadienne de Psychiatrie

2003 Advertising Rate Card

Circulation: 7500

Editor-in-Chief: Q Rae-Grant, MB, ChB, FRCPSych, FRCPC

Increased Frequency: 11 times a year (every month but January).

Publisher: The Canadian Psychiatric Association

Subscription Rates: Canadian : \$142.06 + GST/HST. US and International subscribers \$188.00. Some back issues are available in print. Single copy: \$20.00 CDN.

Distribution: Psychiatrists practicing in Canada and targeted family physicians with a demonstrated interest in mental health practice.

The Canadian Journal of Psychiatry provides a vehicle for researchers working in psychiatry and mental health to communicate original research findings to 7500 researchers, psychiatrist clinicians, and targeted family physicians with a demonstrated interest in mental health practice.

Each issue, the *Journal* publishes the popular In Review series of papers by world leaders in psychiatry on a broad range of biopsychosocial topics such as the following planned for 2003:

- substance abuse
- suicide in adolescents and young males
- transcultural psychiatry
- postgraduate training for psychiatry
- national and international implications of the Canadian Study on Health and Aging
- genetics of bipolar disorder
- pervasive development disorders
- bullying
- stigma
- psychotherapy training

In addition to the In Review series, the *Journal* publishes seven original research and review papers each issue as well as book reviews and letters to the editor.

As the official scientific publication of the Canadian Psychiatric Association, the *Journal* also publishes official position papers, guidelines, brief statements, and clinical practice guidelines. Supplements to the *Journal* examine current research and topics of special interest.

Established in 1956, *The Canadian Journal of Psychiatry* has been keeping psychiatrists and health professionals current about the newest developments in the field for more than 40 years.

Recent medical media survey results reinforce findings from an independently funded survey by Delta Media Vision Research that the more patients psychiatrists see, the more likely they are to read *The Canadian Journal of Psychiatry* as most relevant to their clinical practice and continuing professional development needs.

For information about psychiatry and mental health in Canada, *The Canadian Journal of Psychiatry* is the obvious and proven readers' choice.



Canadian Association
Psychiatric Association
des psychiatres
du Canada



DISPLAY ADVERTISING RATES

Per Insertion	1 Time	5 Times	10 Times	20 Times	30 Times	40 Times	60 Times
Full Page	\$1523	\$1475	\$1433	\$1386	\$1349	\$1307	\$1265
Two-Thirds Page	\$1402	\$1360	\$1318	\$1281	\$1239	\$1202	\$1166
Half Page	\$1244	\$1208	\$1171	\$1139	\$1103	\$1071	\$1040
Third Page	\$1150	\$1113	\$1082	\$1050	\$1019	\$987	\$956
Quarter Page	\$1050	\$1019	\$987	\$961	\$929	\$898	\$872

COVERS(add colour costs when applicable)*

Inside Front	\$1848
Inside Back	\$1465
Outside Back	\$2032

PREFERRED POSITIONS*

Opposite Table of Contents pages*:	
25% extra on space	
Bootlug (Table of Contents pages)*: \$2205 *	

COLOUR

Standard	\$525
Matched	\$630
4-colour process	\$1260

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 Web site, 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
2/3 page	4 1/2"	10"
1/2 h page	7"	4 7/8"
1/2 v page	3 1/4"	10"
1/3 h page	7 1/4"	3 1/2"
1/3 v page	2 1/8"	10"
1/4 page	3 1/4"	4 7/8"
Bootlug	3 1/2"	1"

PRINTING PROCESS: offset. Binding Method: perfect. Halftone 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 \$441 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—2003:

Issue	IO closing date	Material closing date
February	January 2	January 9
March	February 3	February 7
April	March 3	March 7
May	April 1	April 8
June	May 1	May 8
July	June 2	June 6
August	July 2	July 9
September	August 1	August 8
October	September 3	September 10
November	October 1	October 8
December	November 3	November 10

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: advertising@cpa-apc.org