2006 Advertising Rate Card

The Canadian Journal of Psychiatry provides a vehicle for researchers working in psychiatry and mental health to communicate original research findings to 6200 researchers, psychiatrist clinicians, and targeted family physicians with a demonstrated interest in mental health practice.

The Canadian Journal of Psychiatry regularly 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 2006:

- Adolescent Suicide
- Heart, Depression, and Stress
- Recent Developments in CBT for Mood Disorders
- Child Longitudinal Studies
- Depression and Personalities
- Eating Disorders
- Neuroimaging and Psychotherapy
- Animal Models of Gene-Environment Interaction
- Obsessive-Compulsive Disorder
- Schizophrenia Social Factors
- Workplace Mental Health
- Marijuana and Psychosis

The Canadian Journal of Psychiatry also publishes the In Debate series with articles by reknown researchers arguing the pros and cons of controversial issues like:

- Does Bipolar Disorder Exist in Children?
- How Many Unipolar Mood Disorders are Really Bipolar?
- Do Antidepressants Work for Adolescents?
- Is the Treatment of First-Episode Psychosis Cost-Effective?

In every issue, The Canadian Journal of Psychiatry publishes several original research, review papers, book reviews, and letters to the editor.

As the official scientific publication of the Canadian Psychiatric Association, The Canadian Journal of Psychiatry also publishes official position papers, guidelines, brief statements, and clinical practice guidelines. Supplements to The Canadian Journal of Psychiatry 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 about 50 years.

PMB 2005 results reinforce findings 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.

Address and Information: Send contracts, insertion orders, and production material to: The Canadian Journal of Psychiatry, Smita Hamzeh, Advertising and Production Manager, 141 Laurier Avenue West, Ottawa, ON K1P 5J3. Phone (613) 234-2815 ext 225; Fax: (613) 234-9857; E-mail: advertising@cpa-apc.org
### DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Per Insertion</th>
<th>1 Time</th>
<th>7 Times</th>
<th>14 Times</th>
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<th>36 Times</th>
<th>48 Times</th>
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**PREFERRED POSITIONS**
- Inside Front Cover: $3623
- Inside Back Cover: $3623
- Outside Back Cover: $4295

**GARANTEED POSITION**
- 20% extra on space

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

### CORPORATE SPONSORSHIP
Sponsorship of prestigious *In Review* articles $2174 per individual article or $1750 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. A 10% discount will be applied to electronic camera ready files provided in a high resolution pdf format.

### COPY AND CONTRACT REGULATIONS:
- **A** Advertisers and advertising agencies assume liability for all content of 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

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Printing Process: offset. Binding Method: perfect. Adobe Acrobat pdf files (high-resolution) preferred. Files may be supplied in native program as well. Proofs that match digital ads must be supplied. Photographs, negatives or positives and artwork made for advertiser are charged for production.

### INSERTS:
Earned black and white space rate plus $456 binding-in charge. Single leaf inserts not to exceed 80 lbs. Quantity required 6300. Printed inserts should be supplied untrimmed 8 5/16” × 11 7/16” (including 3/16” head trim). Maximum weight of stock 70 lbs (on 25 × 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—2006:

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Submission and Review

- Supplements to The Canadian Journal of Psychiatry will be peer reviewed. Reviewers will endeavour to review the final document and provide comments and approvals in a timely manner. The French version, if applicable, will be reviewed against the approved English version when in final print form.

Deposit

- A nonrefundable deposit of $5000.00 plus GST must accompany the submission. Submissions will not be considered without this deposit. The deposit will be credited against the final cost.

Approval and Disclosure

- The layout must include the following disclosure statement "The views and opinions expressed in this publication are those of the authors, and do not necessarily reflect those of the publisher. Developed through an unrestricted educational grant from (pharmaceutical company name)." The positioning of this sentence must be clearly visible on the inside front cover depending on the layout.
- If the supplement has been prepared by a contracted communications firm, their name must be added to the disclosure statement "This sponsored supplement was prepared by (name of firm) for the (pharmaceutical company name). The views and opinions expressed in this publication are those of the authors, and do not necessarily reflect those of the publisher."
- The final layout format before printing will be approved by the CPA's Chief Executive Officer and Managing Editor.

Pricing

The current prices for a supplement is based on estimated final page count with circulation of 7500 copies. The deposit will be deducted from these prices

- 16 pages, $24,000
- 24 pages, $36,000
- 32 pages, $48,000
- 48 pages, $64,000
- 56 pages, $70,000

Covers are included in the total page count. Applicable taxes will be added to final cost.

Reprints

Reprints may be ordered at the time of initial printing.

- 32 pages, 10,000 copies, $1.50 per copy
- 32 pages, 5,000 copies, $2.00 per copy
- 48 pages, 10,000 copies, $2.00 per copy
- 48 pages, 5,000 copies, $2.25 per copy
- 56 pages, 10,000 copies, $2.25 per copy
- 56 pages, 5,000 copies, $2.50 per copy

Subsequent orders of reprints will have a price of $3.00 to $5.00 plus GST.

Shipping cost of all extra reprints is an additional charge.

Billing

An invoice will be forwarded upon completion of the project. Terms: net 30 days.