

# Bulletin

Clinical Information and news for physicians in mental health /  
Nouvelles et informations cliniques pour les médecins reliés à la santé mentale

## 2002 Advertising Rate Card

**CIRCULATION: 7 500**

The Bulletin is published 6 times annually (February, April, June, August, October, December).

**PUBLISHER:** The Canadian Psychiatric Association

EDITOR: AG Awad, MD

The *Bulletin* was first published in 1952, one year after the birth of its publisher, the Canadian Psychiatric Association. The *Bulletin* publishes clinical and professional information for psychiatrists and other physicians working in mental health. Subject areas include

- clinical practice information (technology, law, advances in treatment, standards and ethics, geriatric, child and community psychiatry and shared care between family medicine and psychiatry)
- continuing professional development
- residents' issues
- news from and about the psychiatric community
- news about mental health policy
- association news

Circulation includes psychiatrists practicing in Canada, psychiatry residents, family physicians with an interest in mental health and shared care, and more than 700 paid international and domestic institutional and individual subscribers.

The *Bulletin* is an important read for psychiatrists and other physicians working in mental health in Canada. The publication keeps mental health professionals on top of changes and trends affecting day-to-day work and their profession.



Canadian Association  
Psychiatric des psychiatres  
Association du Canada

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### DISPLAY ADVERTISING RATES

Per Insertion	1 Time	5 Times	10 Times	20 Times	30 Times	40 Times	60 Times
Full Page	\$1400	\$1355	\$1315	\$1275	\$1240	\$1200	\$1165
Two-Thirds Page	\$1290	\$1250	\$1210	\$1175	\$1140	\$1105	\$1072
Half Page	\$1145	\$1110	\$1075	\$1045	\$1015	\$980	\$955
Third Page	\$1055	\$1025	\$995	\$965	\$935	\$905	\$880
Quarter Page	\$965	\$935	\$905	\$880	\$850	\$825	\$800

### COVERS (add colour costs when applicable)\*

Inside Front	\$1695
Outside Back	\$1860
Inside Back	\$1345

### PREFERRED POSITIONS\*

Opposite Table of Contents pages*: 25% extra on space
Bootlug (Table of Contents pages): \$2025 *

### COLOUR

Standard	\$500
Matched	\$600
4-colour process	\$1200

### GUARANTEED POSITION

20% extra on space

Bleed

no charge

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

### 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.**

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.

**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: saddlestitching. Halftone Line 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.

**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

**INSERTS:** Full page only. A \$420 binding-in charge will be added to the earned space rate. Single leaf inserts not to exceed 80 lbs. Quantity required 8,000. Printed inserts should be supplied folded and untrimmed at 8 5/8" x 11 1/8" (trim size: 8 1/8" x 10 7/8" plus 1/4" foot trim, a lap of 1/4" low folio, face trim 1/4") maximum weight of stock 70lb. Inserts from USA must show "Printed in USA." Sample of insert or photostat should accompany insertion order. Inserts to be delivered to Performance Printing, 65 Lorne Street, Smiths Falls, ON K7A 4T1. Please clearly label quantity per box, and month of issue.

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

<u>Issue</u>	<u>IO closing date</u>	<u>Material closing date</u>
February	January 2	January 8
April	March 1	March 5
June	May 1	May 7
August	July 2	July 9
October	September 3	September 10
December	November 1	November 9