

2005 Advertising Rate Card

THE CANADIAN JOURNAL OF
PSYCHIATRY
LA REVUE CANADIENNE DE
PSYCHIATRIE

EDITOR-IN-CHIEF: Q Rae-Grant, MB, ChB, FRCPsych, FRCPC

CIRCULATION: 5,900

INCREASED FREQUENCY: 14 times a year – 2 issues in March and 2 in October including 50th Anniversary issue

PUBLISHER: *The Canadian Psychiatric Association*

SUBSCRIPTION RATES:

Canadian (prices include tax): \$160.00; NF, NB, NS: \$171.96.
US and International subscribers: \$200.00 CDN. Some back issues are available in print. Single copy: \$20.00 CDN.

DISTRIBUTION:

All 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 5,900 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 2005:

- Longitudinal studies of children
- History of Psychiatry
- Bipolar disorder
- Personality disorder
- Epidemiology of suicide
- Memory and trauma
- Long term recovery in schizophrenia
- Obsessive-compulsive disorder
- Animal models of psychiatric disorders

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.

PMB 2004 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.

DISPLAY ADVERTISING RATES

Per Insertion	1 x	7 x	14 x	28 x	36 x	48 x	60 x
Full Page	\$1655	\$1605	\$1555	\$1510	\$1465	\$1440	\$1420
2/3 Page	\$1525	\$1480	\$1435	\$1395	\$1350	\$1330	\$1310
1/2 Page	\$1350	\$1310	\$1275	\$1235	\$1200	\$1180	\$1160
1/3 Page	\$1250	\$1215	\$1180	\$1140	\$1110	\$1090	\$1075
1/4 Page	\$1150	\$1115	\$1080	\$1050	\$1020	\$1005	\$ 990

COVERS (4-colour only)*

Inside Front	\$3500	Standard	\$ 580
Inside Back	\$3500	Matched	\$ 695
Outside Back	\$4150	4-colour process	\$1400

COLOUR

PREFERRED POSITIONS *

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

GUARANTEED POSITION:

20% extra on space	Bleed	no charge
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*non-cancelable — 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. Rate holder 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.



Canadian Association
Psychiatric des psychiatres
Association du Canada



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. Please contact Smita S Hamzeh (613) 234-2815 or Fax (613) 234-9857

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 (in inches)

Type page:	7 x 10	Unit Size	Wide	Deep
Trim:	8 1/8 x 10 7/8	2/3 page	4	10
Bleed page:	8 3/8 x 11 1/8	1/2 h page	7	4 7/8
DPS bleed:	16 3/4 x 11 1/8	1/2 v page	3	10
		1/3 h page	7	3
		1/3 v page	2 1/8	10
		1/4 page	3	4 7/8

INSERTS

Earned black & white space rate plus \$441 binding-in charge. Single leaf inserts not to exceed 80 lbs. Quantity required 6,500. 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—2005:

Issue	IO closing date	Material closing date
January	December 1/04	December 8/04
February	January 4/05	January 11
March (1)	January 10	January 14
March (2)	February 1	February 8
April	March 1	March 8
May	April 1	April 8
June	May 2	May 9
July	June 1	June 8
August	July 4	July 11
September	August 3	August 9
October (1)	August 12	August 19
October (2)	September 1	September 8
November	October 3	October 10
December	November 1	November 8

PRINTING PROCESS

Offset. Binding Method: perfect. Adobe Acrobat pdf files (high-resolution) preferred. Files maybe 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.

ADDRESS AND INFORMATION

Send contracts, insertion orders, and production material to:

DISPLAY ADVERTISING

Keith Health Care
 1599 Hurontario Street, Suite 104
 Mississauga, ON L5G 4S1
 Attention: **Margaret Churchill**
 Tel: (905) 278-6700 ext. 13 or 1-800-661-5004
 Fax: (905) 278-4850
 or e-mail: mchurchill@keithhealthcare.com

CLASSIFIED ADVERTISING

Canadian Psychiatric Association
 141 Laurier Avenue West, Suite 701
 Ottawa, ON K1P 5J3
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 or e-mail: advertising@cpa-apc.org