



2025 PRINT RATES

The American Journal of Psychiatry

Circulation: 26,000

AD SALES

Eamon Wood

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2025 Advertising Rates

Agency Commission

15% commission. Production charges are non-commissionable. Dual responsibility for payment if the agency does not remit within 90 days.

Rates							
	1x	6x	12x	24x	36x	48x	60x
Page	\$5,720	\$5,160	\$5,555	\$5,370	\$5,535	\$5,480	\$5,260
1/2	\$4,195	\$3,965	\$3,925	\$3,685	\$3,675	\$3,665	\$3,650
1/4	\$2,205	\$1,940	\$1,825	\$1,805	\$1,795	\$1,785	\$1,775
	72x	96x	120x	144x	192x	240x	
Page	\$5,125	\$4,985	\$4,910	\$4,830	\$4,750	\$4,685	
1/2	\$3,645	\$3,635	\$3,490	\$3,460	\$3,410	\$3,370	
1/4	\$1,765	\$1,755	\$1,670	\$1,650	\$1,640	\$1,580	

Color Rate

4-color.....\$2,100 plus earned B/W rate

Preferred Position Rates

Cover 2.....add 25% of earned b/w rate

Cover 4.....add 50% of earned b/w rate

Preferred positionadd 15% of earned b/w rate

Submission of Ads:

- All ads must be PDF/X-1a format.
- Indicate journal title, volume, and issue with ad materials
- Electronic Transfer of ad materials:

Kathy Clark - KClark@pminy.com - 212.904.0365

Insert Sizes: Perfect Bound

2-page inserts 8.375" w x 11.125" h

4-page inserts folded to 8.375" w x 11.125" h

Trim size 8.125" w x 10.875" h

Allow 1/8" for head, foot, side and gutter trim. Keep essential copy elements 1/2" from trim edges. For all other inserts, contact contact Kathy Clark at

P: 212.904.0365; E: KClark@pminy.com.

Quantity: 28,600

Acceptable Stock Weight

2 page insert: 70-100 lb. book

4 pages or more: 70-100 lb. book

Issue	Space	ROB	Insert
Jan	12/2	12/6	12/13
Feb	1/2	1/6	1/13
Mar	2/3	2/10	2/14
Apr	3/3	3/7	3/14
May	4/1	4/4	4/11
June	5/1	5/5	5/9
July	6/2	6/6	6/13
Aug	7/1	7/7	7/11
Sept	8/1	8/8	8/15
Oct	9/2	9/8	9/12
Nov	10/1	10/6	10/10
Dec	11/3	11/7	11/14

Material Ad Sizes

1/4 page	3.375" w x 4.875" h
1/2 page horizontal	7" w x 4.875" h
1/2 page vertical	3.375" w x 10" h
Full page (non-bleed)	7" w x 10" h
Full page (bleed)	8.375" w x 11.125" h
Bleed page spread	16.5" w x 11.125" h
Trim size	8.125" w x 10.875" h

Keep essential elements 1/2" from trim edges.

Insert Shipping Requirements

Each shipment must include a packing slip which indicates journal title, insert advertiser name, date of issue, quantity inserts supplied per issue, and number of pallets included in shipment.

Ship Inserts to

American Journal of Psychiatry

Attn: Lisa Davis

Sheridan NH

69 Lyme Road

Hanover, NH 03755

All inserts must face the same way and have the same side up or be separated into large quantities that are oriented the same way and are separated by cardboard. Inserts wrapped or tied into bundles will not be accepted. Insert must jog evenly. Inserts for more than one issue may not be packed in same carton. When inserts for multiple issues are stacked on one pallet, the issue to be used first must be on top of the pallet. Inserts which are not prepared for shipping according to the specifications above are subject to a receiving charge of \$50/hour.

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