



2025 PRINT RATES

Psychiatric News

Circulation: 26,000 monthly

AD SALES

Eamon Wood

P: 212.904.0363

E: ewood@pminy.com

Tim Wolfinger

P: 212.904.0379

E: twolfinger@pminy.com

2025 Advertising Rates

Agency Commission

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

Rates							
	1x	6x	12x	24x	36x	48x	60x
King	\$9,685	\$9,520	\$8,940	\$8,510	\$8,370	\$8,125	\$8,115
Full	\$8,855	\$8,215	\$7,885	\$7,680	\$7,565	\$7,345	\$7,325
Island	\$6,520	\$6,180	\$5,580	\$5,455	\$5,175	\$4,840	\$4,725
1/2	\$5,225	\$4,900	\$4,710	\$4,555	\$4,530	\$4,505	\$4,390
1/4	\$2,605	\$2,310	\$2,160	\$2,135	\$2,095	\$2,045	\$2,020
	72x	96x	120x	144x	192x	240x	
King	\$7,940	\$7,905	\$7,635	\$7,620	\$7,595	\$7,120	
Full	\$7,300	\$7,275	\$7,250	\$7,255	\$7,090	\$7,054	
Island	\$4,695	\$4,580	\$4,530	\$4,490	\$4,445	\$4,310	
1/2	\$4,380	\$4,360	\$4,240	\$4,185	\$4,165	\$4,145	
1/4	\$2,000	\$1,975	\$1,965	\$1,960	\$1,955	\$1,950	

Color Rates

4-color.....\$2,195 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: Saddle Stitch Bound

A-size..... 8.375" w x 11.125" h
King..... 10.75" w x 14" h

Full page: include additional 1/8" (.125") for head, foot, and side trim. Keep essential copy elements 1/2" from trim edges.

Issue	Space	ROB	Insert
Jan	12/2	12/4	12/13
Feb	1/3	1/8	1/17
Mar	2/3	2/5	2/14
Apr	3/3	3/5	3/14
May	4/1	4/2	4/11
Jun	5/1	5/7	5/16
Jul	6/2	6/4	6/13
Aug	7/1	7/2	7/11
Sep	8/1	8/6	8/15
Oct	9/2	9/3	9/12
Nov	10/1	10/8	10/17
Dec	11/3	11/5	11/14

Material Ad Sizes

1/4 page	4.5" w x 6.25" h (H) or 2.1875" w x 12.75" h (V)
1/2 page	9.25" w x 6.25" h (H) or 4.5" w x 12.75" h (V)
1/2 page island	6.625" w x 10" h
1/2 page island spread	14.75" w x 10" h
3/4 page	9.25" w x 9.75" h (H) or 6.9" w x 12.75" h (V)
King page non-bleed	9.25" w x 12.75" h
King bleed	10.75" w x 14" h
Trim size	10.4375" w x 13.75" h

Acceptable Stock Weight

2 page insert: 50-80 lb. book
4 pages or more: 50-70 lb. book

Insert Quantity: 28,600

Shipping Instructions

Each pallet or carton must be clearly labeled with publication name, insert name, issue date, insert quantity, total number of pallets (e.g., 1 of 2, 2 of 2, etc.), and account manager's name. A packing slip must accompany each shipment and a sample insert affixed to pallet sides. Prior to shipping inserts, notify Kathy Clark at 212.904.0365 or kclark@pminy.com of quantity shipped, shipping vendor, and arrival date.

Printer contact info

Psychiatric News
Attn: Tia Bradley
CTM Intellicor Communications
Lancaster-West
3575 Hempland Road
Lancaster, PA 17601
717.285.6803



All new advertisements are subject to editorial review and approval. APA Publishing is not responsible for minor periodical manufacturing imperfections that do not distort the integrity of the advertising message. Consult advertising policy at <https://www.appi.org/About-Us/Advertising>. All advertising orders are subject to APA's Advertising Standard Terms and Conditions.