

RATE CARD #25 ■ Date Issued: September 2009 ■ Effective Date: January 2010

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**Media Kit & Production Specs**

<http://mediakit.cmpmedica.com>

# Psychiatric Times

[www.psychiatrictimes.com](http://www.psychiatrictimes.com)

## RATES

### 1. Effective Date and Agency Discount

**a) Effective rate date:** January 2010. No condition other than those set forth in this rate card shall be binding upon UBM Medica LLC ("UBM Medica") unless specifically agreed to by UBM Medica in writing.

**b) Agency Commission:** Display ads (including color) are fully commissionable to AAAA-accredited agencies at 15% when paid within 30 days. No other discounts are allowed. Classified and non-profit ads are non-commissionable. All payments due within 30 days of the invoice date. Mechanical charges are not subject to advertising agency commission. Agency commissions are not payable on invoices which are not paid within 90 days of the date of invoice.

**c)** At request of agency and advertiser, arrangements will be made to directly bill the advertiser.

### 2. Earned Rates

**a) Full run:** Earned rates, according to the rate card in force, are given to advertisers based on advertising frequency within a 12-month period. Earned rates are based on total number of full and fractional pages, and all page sizes are counted in determining frequency discounts. A spread counts as two insertions. Full pages and fractional pages count as a single insertion. Each page of an insert counts as one insertion.

**b) Frequency rates:** The 2010 frequency rate will be determined by the total number of pages placed in *Psychiatric Times* by a company and its subsidiaries within the 12-month period of January-December 2009.

### 3. Discounts\*

**a) New Launch Program:** For any new launch product that places in *Psychiatric Times* the advertiser will earn a free "echo" ad with the sixth insertion.

**b) Double Impact Discount:** Place 2 insertions of the same ad in the same issue and receive a 50% discount off the second ad. Ad units must be identical.

\*Please note that incentives are mutually exclusive. Consult publisher for discount order.

## Psychiatric Times



### INDEPENDENT

OBJECTIVE, PEER-REVIEWED  
 INFORMATION COVERING  
 THE FULL SPECTRUM  
 OF PSYCHIATRIC CARE

### INFORMATIVE

QUALITY CONTENT DELIVERS  
 A LOYAL, RESPONSIVE  
 AUDIENCE OF PSYCHIATRISTS

### INTEGRATED

EXPOSURE THROUGH  
 MULTI-PLATFORM  
 MEDIA SOLUTIONS



UBM Medica

## RATES CONTINUED

### 4. 2010 Full-Run Rates (black and white)

SIZE	1X	6X	12X	24X	36X
King page	\$8,180	\$7,860	\$7,420	\$7,275	\$7,120
3/4 page	\$7,110	\$6,740	\$6,355	\$6,185	\$5,795
Island	\$4,840	\$4,345	\$3,945	\$3,900	\$3,710
1/2 page	\$4,580	\$4,235	\$3,850	\$3,625	\$3,450
1/3 page	\$3,495	\$2,900	\$2,810	\$2,750	\$2,595
1/4 page	\$2,540	\$2,170	\$2,080	\$1,990	\$1,900

  

SIZE	48x	60x	72x	96x	120x
King page	\$6,825	\$6,735	\$6,595	\$6,500	\$6,355
3/4 page	\$5,705	\$5,420	\$5,230	\$5,170	\$5,040
Island	\$3,460	\$3,310	\$3,120	\$3,085	\$3,050
1/2 page	\$3,235	\$3,035	\$2,950	\$2,915	\$2,870
1/3 page	\$2,495	\$2,450	\$2,345	\$2,285	\$2,230
1/4 page	\$1,760	\$1,705	\$1,645	\$1,610	\$1,590

#### Color: In addition to earned black-and white rates

- 2-Color: Add \$990 per page
- 2-Color PMS: Add \$1,495 per page
- 3-Color or 4-Color: Add \$1,975 per page
- 5-Color: \$2,390 per page
- 4-Color + metallic/flourescent: \$2,665

#### 5. Bleed: No Charge

## INSERTS

### 7. Availability and Acceptance

**a) Availability:** Full run. Full tabloid size and "A-size" inserts are acceptable. Demographic/geographic inserts accepted on a limited, priority basis. Consult the publisher.

**b) Acceptance:** Send sample to publisher for approval prior to ad closing date. Final furnished inserts must be the same size as the approved sample.

### 8. Trimming Sizes and Specifications

For detailed insert specifications please visit <http://mediakit.cmpmedica.com>

### 9. Multi-Page insert conversion program

Advertisers with multi-page (A-size) inserts, 4 to 16 pages, can have their insert converted to king-sized run-of-book pages in *Psychiatric Times*. The converted ad will be billed at the king-page B/W rate times the number of pages, plus a \$1,000 production fee. Production fee is non-commissionable. Digital file of the insert converted to king is required.

**10. Shipping:** Carton packing preferred. Mark with quantity and date of issue.

#### *Psychiatric Times*

c/o Brown Printing Company  
Attn: Stan Lersch  
11595 McConnell Road  
Woodstock, IL 60098  
Tel: 815-206-6215

### 2010 Insert Rates

SIZE	1x	6x	12x	24x	36x
2 pg king insert	\$17,545	\$16,910	\$16,030	\$15,750	\$15,445
2 pg island insert	\$10,846	\$9,146	\$9,043	\$8,956	\$8,564
4 pg king insert	\$35,100	\$33,825	\$32,065	\$31,495	\$30,875
4 pg island insert	\$21,690	\$18,295	\$18,090	\$17,905	\$17,135
6 pg king insert	\$52,660	\$50,750	\$48,090	\$47,250	\$46,310
6 pg island insert	\$32,545	\$27,435	\$27,135	\$26,870	\$25,695
8 pg king insert	\$70,220	\$67,655	\$64,120	\$63,005	\$61,750
8 pg island insert	\$43,340	\$36,585	\$36,180	\$35,820	\$34,260

  

SIZE	48x	60x	72x	96x	120x
2 pg king insert	\$14,830	\$14,650	\$14,415	\$14,185	\$13,895
2 pg island insert	\$8,070	\$7,780	\$7,395	\$7,325	\$7,240
4 pg king insert	\$29,665	\$29,405	\$28,745	\$28,365	\$27,785
4 pg island insert	\$16,145	\$15,565	\$14,775	\$14,640	\$14,490
6 pg king insert	\$44,495	\$43,955	\$43,115	\$42,545	\$41,675
6 pg island insert	\$24,210	\$23,340	\$22,165	\$21,960	\$21,730
8 pg king insert	\$59,330	\$58,610	\$57,450	\$56,730	\$55,570
8 pg island insert	\$32,285	\$31,120	\$29,555	\$29,290	\$28,975

### 6. Covers and Special Positions

4th Cover: Add 50% of earned B/W rate

2nd and 3rd Cover: Add 25% of earned B/W rate

Center Spread: Add 25% of earned B/W rate

#### Special Positions

All other special positions: Add 25% of earned B/W rate

**11. Quantity Required:** 50,000 per issue

**12. Split-run Inserts:** Available on a limited, priority basis. Contact publisher for rates and availability.

## ISSUANCE AND CLOSING

**13. First Issue:** April 1985

**14. Frequency:** 12x per year.

**15. Issue Date:** Second week of month

**16. Mail Date:** First week of issue month

### 17. Closing Dates

#### a) Space and materials deadlines:

Issue	Close	Materials
January	December 3	December 10
February	January 2	January 9
March	February 1	February 9
April	March 3	March 10
May	April 1	April 8
June	May 1	May 8
July	June 2	June 9
August	July 1	July 8
September	July 31	August 7
October	September 2	September 9
November	October 1	October 8
December	November 3	November 10

## ISSUANCE AND CLOSING CONTINUED

**b) Cancellations and changes:** Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed to by both parties in writing. UBM Medica is under no obligation to revise advertising materials unless changes are received by the UBM Medica production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

**18. Mailing Class:** Standard. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

## EDITORIAL

**19. Editorial Profile:** *Psychiatric Times* is the forum for the voice of psychiatry. We provide psychiatrists with up-to-date clinical information, news, commentaries and continuing medical education articles to enhance their practice. Leaders in psychiatry are the cornerstones of our publication, providing invaluable guidance as peer reviewers and Special Report chairs as well as authoring articles and columns. From world news to changes in prescribing indications to the latest trends and technologies in psychiatric practice to insightful and thought-provoking commentaries, *Psychiatric Times* keeps its readership

clinically prepared and at the leading edge of their field!

**20. Peer Review:** *Psychiatric Times* publishes a combination of peer-reviewed and analytical practical articles, plus news of clinical interest to psychiatrists and other mental health providers. All manuscripts are subjected to the highest scrutiny and edited for content, style, and readability.

## CIRCULATION

### 21. Description of Circulation Parameters\*

*Psychiatric Times* serves psychiatrists, child psychiatrists, forensic psychiatrists, addiction psychiatrists, and geriatric psychiatrists.

**a) Circulation distribution:** 100% controlled

### 22. Circulation Verification

**a) Audit:** BPA Worldwide

**b) Mailing house:** Direct Medical Data, LLC

**23. Coverage:** See circulation breakdown in Section 24

**24. Estimated Total Circulation for 2010:** 41,051\*

### 2010 Circulation

Prof. Classification	Office	Hospital	Other	Totals
Addiction Psychiatry	53	18	6	77
Child Psychiatry	3,982	356	68	4,406
Psychiatry	23,042	8,278	4,939	36,259
Forensic Psychiatry	61	20	16	97
Geriatric Psychiatry	155	42	15	212
<b>Totals:</b>	<b>27,293</b>	<b>8,714</b>	<b>5,044</b>	<b>41,051</b>

\*Publisher's projected 2010 circulation based on projected (8/6/09) Direct Medical Data physician counts. Total Qualified BPA July 2009 circulation is 41,183.

## GENERAL INFORMATION

### 25. Requirements for Advertising Acceptance

All orders are subject to publisher's approval and acceptance by UBM Medica at its headquarters. The publisher reserves the right to insert the word "advertisement" above or below any copy. Advertisements are accepted with an assumption that the advertiser and its agency have a right to publish their contents. The advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss arising out of publication.

**26. New Product Releases:** Consult publisher

**27. Editorial Research:** Consult publisher

**28. Ad Format and Placement Policy:** Positioning of advertisements is at the sole discretion of UBM Medica except where a specific position has been agreed to by UBM Medica in writing. UBM Medica assumes no liability for any errors or omissions in key numbers appearing in advertisements.

**29. Ad/Edit:** 60% ad/40% edit

### 30. Services

**a) Mailing list:** Contact publisher

**b) Editorial reprints:** Contact publisher

**c) Sponsorship opportunities:** Contact publisher for details regarding *Psychiatric Times* sponsorship opportunities.

**31. Association Memberships:** *Psychiatric Times* is a division of UBM Medica which is a member of Business Publications Audit (BPA).

**32. Educational Activities Opt Out:** We value our relationship with our readers. Recipients of *Psychiatric Times* occasionally receive additional educational activities as supplements or in other formats. All recipients of *Psychiatric Times* can opt-out of receiving the journal and the accompanying educational activities at any time by contacting our Circulation Department.

## MECHANICAL REQUIREMENTS

### 33. Ad Sizes and Bleed Sizes

a) Hold live matter: .5" from trim edge

b) Trim size of journal: 10.4375" x 13.75"

Display Ad Sizes	Trim		Bleed	
	Width	Height	Width	Height
King Page	9.4375	x 12.75	9.9375	x 13.25
King Bleed	10.4375	x 13.75	10.9375	x 14.25
Island	6.6562	x 10	7.1562	x 10.5
Island Spread	14.8	x 10	15.3	x 10.5
<sup>3</sup> / <sub>4</sub> Vertical	6.6875	x 12.75	7.1875	x 13.25
<sup>3</sup> / <sub>4</sub> Horizontal	8.9375	x 9.75	9.4375	x 10.25
<sup>1</sup> / <sub>2</sub> Vertical	4.375	x 12.75	4.875	x 13.25
<sup>1</sup> / <sub>2</sub> Horizontal	8.937	x 6.25	9.4375	x 6.75
<sup>1</sup> / <sub>4</sub> Vertical	2.083	x 12.75	2.583	x 13.25
<sup>1</sup> / <sub>4</sub> Page	4.375	x 6.25	4.875	x 6.75
<sup>1</sup> / <sub>3</sub> Horizontal	8.9375	x 4.375	9.4375	x 4.875

34. Type of Binding: Saddle Stitched

35. **Reproduction Requirements:** All Web Offset printing. *Psychiatric Times* is produced 100% computer-to-plate (CTP) and subscribes to the SWOP standards: [www.swop.org](http://www.swop.org).

a) **File format is PDF/X-1A. Tools available at <http://mediakit.cmpmedica.com>.** You may submit your digital ad files on a CD-ROM/DVD.

b) **Digital proof specifications:** Color guide required for all ads. Contact proof that meets SWOP guidelines is required. Publisher and printer will not accept quality responsibility if color proofs are not submitted.

## ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of UBM Medica, except where a specific position has been agreed to by UBM Medica in writing.

2. UBM Medica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.

3. UBM MEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

4. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

5. The advertiser hereby represents and warrants to UBM Medica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("Ad Materials") in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless UBM Medica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices).

c) **Media labeling:** Please include a copy of the insertion order as well as:

- Publication title
- Issue date
- Agency/Vendor/Advertiser name
- Production contact and phone number
- File name/number and list of components

**All file preparation guidelines are available at <http://mediakit.cmpmedica.com>**

d) **Shipping:** Production Department  
UBM Medica  
535 Connecticut Avenue, Suite 300  
Norwalk, CT, 06854  
Phone: (203) 523-7050  
Fax: (203) 662-6777

e) **Disposition of Material:** Reproduction material will be held one year from last issue date and then destroyed unless we are specifically instructed to do otherwise.

f) **Charges:** All custom work will be billed and is not commissionable. Advertisers may be charged \$50-\$500 for adjustments and corrections to incorrectly supplied files.

6. UBM MEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT UBM MEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL UBM MEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO UBM MEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.

7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.

8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.

9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.