

REACH THE PSYCHIATRIC COMMUNITY WITH EFFECTIVE, AFFORDABLE RECRUITMENT ADVERTISING!

Psychiatric Times

Circulation: 41,000+ qualified psychiatry professionals

Editorial: Independent, objective psychiatry news and clinical updates

Frequency: Monthly, with two bonus issues

Bonus Distribution: 4 key conferences and exhibitions in 2010, including the APA, ADAA, AACAP, and the U.S. Psychiatric Congress

Use recruitment advertising to promote your:

AVAILABLE POSITIONS & JOB OPPORTUNITIES
MEETINGS
FELLOWSHIPS
SEMINARS
UPCOMING COURSES

OPPORTUNITIES IN PRINT:

- 4-color display ads
- B/W display ads
- Corporate or product logos
- In-column recruitment ads

OPPORTUNITIES ONLINE:

- Sponsorships
- Recruitment display ads
- B/W and 4-color logos
- Line recruitment ads

ONLINE EXPOSURE

Take advantage of a redesigned site packed with new features to reach market segments that your competition may not be targeting to increase the impact of your message!

PsychiatricTimes.com

Archives of Psychiatric Times print articles back to 2002, breaking news relevant to psychiatry updated throughout the day, downloadable Psychiatric Scales, and more!

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



PRINT RECRUITMENT OPTIONS

- Recruitment Display Ads (b/w or color)
- Corporate or Product Logos
- In-Column Recruitment ads

GRAB THEIR ATTENTION WITH COLOR!

Increase your impact with flexible 4-color display advertising or your full-color logo.

RECRUITMENT ADVERTISING COLUMN WIDTHS

- One Column 2 3/16"
- Two Columns 4 5/8"
- Three Columns 7"
- Four Columns 9 7/16"



ONLINE ADVERTISING OPTIONS

Print and Online or Online Only Recruitment ads. Also available: B/W or 4-color logos, blind box, screened box, entire ad in bold, and 4-color display ads.

PRODUCTION SPECIFICATIONS

Visit <http://mediakit.cmpmedica.com> for detailed specs.

PRODUCTION FEES

\$150 and up to produce print display ads. Additional fees may apply for rush listings (less than 48-hour turnaround) or if materials are not received in an acceptable electronic format.

Provisions

- 1) Recruitment copy is subject to change according to *Psychiatric Times* style guidelines.
- 2) A \$25 fee for any client-requested changes to recruitment copy after the published deadline.
- 3) Cancellations must be received in writing.
- 4) Advertisements will be typeset as submitted, and conformed to *Psychiatric Times* style guidelines. Lines of space separating headlines and paragraphs are counted as chargeable lines.
- 5) *Psychiatric Times* is not liable for the failure, for any reason, to publish an ad.
- 6) *Psychiatric Times* strives for total accuracy when entering recruitment ads, however, we cannot accept responsibility for typographical errors when they occur.
- 7) 10% frequency discount if ad is run 3 or more times.
- 8) 15% agency discount

PRINT RECRUITMENT RATES

	GROSS
Cost per Line (Standard line ad - 5 lines minimum)	\$23.00
B/W Price/Inch	\$190.00
B/W 1 Column x 3 Inches	\$545.00
B/W 1 Column x 4 Inches	\$715.00
B/W 1 Column x 5 Inches	\$890.00
B/W 1 Column x 6 Inches or 2 Columns x 3 Inches	\$1,055.00
B/W 2 Columns x 4 Inches	\$1,395.00
1/2 page	\$4,580.00
1/4 page	\$2,540.00
Enhancements	
B/W Logo	\$200.00
4-color Logo	\$275.00
Blind Box	\$50.00
Screened Box	\$100.00
Entire Ad in Bold	\$60.00
Classified Display Ad 4-Color	\$260.00

ONLINE RECRUITMENT RATES

Combined Print and Online (surcharge for Online)

0-25 Lines	\$90.00
26-50 Lines	\$130.00
51-75 Lines	\$160.00

Online Only

0-25 Lines	\$445.00
26-50 Lines	\$625.00
51-75 Lines	\$745.00
Banner Ad within Classified Section	\$80.00 CPM
Career Opportunity Newsletter Sponsorship	\$1,600.00 (per newsletter)

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Call Jules Leo at (201) 984-6267

to reserve space E-mail: jules.leo@cmpmedica.com



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