Journal of Psychiatry & Neuroscience

The Journal of Psychiatry & Neuroscience publishes original research articles and review papers in psychiatry and in neuroscience that advance the understanding of the mechanisms involved in the etiology and treatment of psychiatric disorders. This includes studies on patients with psychiatric disorders, healthy humans and experimental animals, as well as studies in vitro and clinical trials with a mechanistic component.

- Published 6 times per year
- Full circulation to psychiatrists, neurologists and selected family doctors with an interest in psychiatry

Print circulation data

*JPN* offers the most comprehensive circulation to these specialist groups

**Psychiatry** ................................................................. 3491
**Neurology** ................................................................. 706
**GP/FM (with an interest in psychiatry and/or neurology)** ...... 1198

Readership highlights

- *JPN* reaches more prescribing physicians than other journals in this category
- *JPN* readers see more patients on a daily basis
- *JPN* ranks as the #2 best-read specialist publication for psychiatrists
- *JPN* has particular strength among GP/FM readers with an interest in psychiatry
- *JPN* is highly valued by the psychiatry/neurology reader and is a quality buy

Features

**Original research articles** on factors contributing to illness, the mechanism of action of various drugs and treatment options for common psychiatric illnesses.

**Reviews** provide a broad understanding of relevant research on mental disorders and the science behind new medications and practice recommendations.

**Editorial and commentaries** provide a forum for editors and experts in their fields to comment on emerging issues.

**Psychopharmacology for the Clinician** offers suggested approaches for clinicians treating specific conditions (opposite inside back cover).

Source: Medical Media Study, 2013
Four-colour advertising rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>6 X</th>
<th>12 X</th>
<th>Fair balance* (b/w)</th>
</tr>
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<tbody>
<tr>
<td>1 page</td>
<td>$4810</td>
<td>$4690</td>
<td>$4370</td>
<td>$1600</td>
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<td>$3645</td>
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Table of contents bootlug: $2400 per insertion (includes colour)
Polybag opportunities available upon request.
*When fair balance runs adjacent to display ad in 4c, an additional colour charge applies.

Cover rates (4-colour only)
- Inside front cover: $5740
- Inside back cover: $5495
- Outside back cover: $6640
- Half cover overwrap: $5585
- Tip on (supplied): $7350
- Bellyband (supplied): $12,500

For other guaranteed positions add 25% of the earned black-and-white rates.

Career/classified word advertising rates
- 40 words or fewer: $120
- Each additional word: $1.20
- Box frame: $25
- Special display: $205
- Reply box number: $20

Journal inserts
- Requirements: Full page only. Single-leaf inserts maximum 80 lb. Multiple-page inserts (maximum 70 lb.) to be supplied folded. All inserts to be supplied untrimmed.

Untrimmed size: 8 3/8” x 11 1/8” (provides 1/8” head trim)

Trimmed size: 8 1/8” x 10 7/8”

Supplied advertising inserts
- 2 pages: $4750
- 4 pages: $9500

Other types of insert stock subject to publisher’s approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.
**Issue and closing dates**

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD/MATERIAL DEADLINE</th>
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<tbody>
<tr>
<td>January 2019</td>
<td>December 10, 2018</td>
</tr>
<tr>
<td>March</td>
<td>February 11</td>
</tr>
<tr>
<td>May</td>
<td>April 15</td>
</tr>
<tr>
<td>July</td>
<td>June 10</td>
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<td>September</td>
<td>August 12</td>
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<td>November</td>
<td>October 15</td>
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**Digital specifications for display advertising**

Digital files are required and must meet the following specifications. All material is held for one year after publication.

- **Trimmed size of publication**: 8 1/8” x 10 7/8”
- **Bleed page**: 8 3/8” x 11 1/8”
- **Live area**: 7” x 9 1/2”

**File formats accepted**

- Adobe Acrobat PDF
  Distiller Settings are posted on the CMAJ Web site (see end of this section).
- High resolution CMYK PDF
  (no spot or pantone colour)

**Technical specifications, including digital specifications**

- Display Advertising: [http://www.cmaj.ca/pdfs/display-e.pdf](http://www.cmaj.ca/pdfs/display-e.pdf)
- PDF Export Settings: [http://www.cmaj.ca/pdfs/export-e.pdf](http://www.cmaj.ca/pdfs/export-e.pdf)
Digital options for 2019 | JPN eTOC

Complete “electronic table of contents” delivered 6x per year to 5500 Psychiatrists, Neurologists and General Practice physicians with an interest in these specialities. Banner ad positions available.

A gated service – PAAB rules for ads to physicians apply

Banner advertising sizes

<table>
<thead>
<tr>
<th>Top leaderboard</th>
<th>Big box</th>
<th>Lower leaderboard</th>
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</thead>
<tbody>
<tr>
<td>728 x 90 or 728 x 180 pixels</td>
<td>300 x 250 or 300 x 300 pixels</td>
<td>728 x 90 or 728 x 180 pixels</td>
</tr>
<tr>
<td>$2850 net</td>
<td>$2500 net</td>
<td>$2250 net</td>
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</tbody>
</table>

Please contact your sales representative for material deadlines and “send” dates

jpn.ca

Web advertising rates are based on the actual number of ad impressions (as measured by Google ad monitoring software) on www.jpn.ca. This site is a full, free, open access journal. Direct to consumer ad rules apply to journal site.

JPN.CA Banner advertising sizes

<table>
<thead>
<tr>
<th>Leaderboard</th>
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<td>728 x 90 pixels</td>
<td>300 x 200 pixels</td>
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<td>$80/M ad impressions</td>
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Payment information

COMMISSION
Agency commission of 15% allowed to recognized agencies only.

CLIENTS OUTSIDE CANADA
Advertisements from outside Canada must be prepaid. Major credit cards, cheques, money orders and wire transfers accepted.

CANADIAN CLIENTS
All invoices are payable to Joule Inc., a Canadian Medical Association company.

Career/classified advertising sales
Laurie McLeod x 8460 or Susan Ritchie x 8475 advertising@cma.ca
Tel: 613-731-8610 or 800-663-7336

Advertising sales and Production enquiries
Insert and shipping enquiries, display advertising material
Trish Sullivan
Senior Advertising Sales Representative
trish.sullivan@cma.ca
Cell: 905-330-8770

Publisher, Interim
Holly Bodger
holly.bodger@cma.ca

Sales co-ordinator
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tracey.hopcroft@cma.ca

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