2020 Recruitment/Classified Advertising Rates

Contact: Tim LaPella
Tel: 484-921-5001  Cell: 610-506-3474  Fax: 484-921-5005
E-mail: tlapella@mdedge.com

BLACK & WHITE RATES*  1x  3x  6x  12x
King Full Page  $4,021  $3,822  $3,618  $3,439
King 1/2 Page  2,885  2,740  2,575  2,451
King 1/4 Page  1,775  1,685  1,598  1,508
King 1/8 Page  1,414  1,239  1,174  1,105
Island Full Page  3,442  2,748  2,603  2,457
Island 1/2 Page  2,196  2,087  1,977  1,866
Island 1/4 Page  1,622  1,541  1,458  1,378
Island 1/8 Page  1,065  1,014  959  904
1 x 5" up 150 words  711  676  640  592
1 x 4" up 120 words  574  549  517  487
1 col. x 3" up to 90 words  459  421  402  390
1 col. x 2" up to 60 words  319  295  286  254

*State and local taxes may apply

PAGE SIZES  TYPE  AREA
King Full Page  10¾" x 13⅜"
King 1/2 Page Horizontal  9½" x 5⅝"
King 1/2 Page Vertical  4½" x 11⅜"
King 1/4 Page  4¼" x 5⅝"
King 1/8 Page  2½" x 5⅝"
Full Island Page  7" x 10"
Half Island Page Horizontal  7" x 4⅝"
Half Island Page Vertical  3½" x 10"
1/4 Island Page  3½" x 4⅝"
1/8 Island Page  3½" x 2⅝"

COLOR
• 4-Color: add $375
• Color charges are in addition to earned black-and-white rates
  • Color Logo: $205
  • Bleed: No charge
  • Colored Box: $150

CONFIDENTIAL BOX NUMBERS: $40

COMPOSITION
• Black & White Only: Full page: $150
• Half page: $125
• Quarter page: $95

AGENCY DISCOUNT: 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

CANCELLATIONS: Must be received in writing on or before the announced closing date.

AUDIENCE: Office- and hospital-based psychiatrists, child psychiatrists, geriatric psychiatrists, and addiction psychiatrists.

CIRCULATION: 39,501 BPA Audited

ISSUANCE: 12 times a year

BONUS DISTRIBUTION
• March Issue: American Academy of Clinical Psychiatrists Midwest; March 21-23, 2019; and American Psychiatric Association (APA); May 18-22, 2019; San Francisco, CA
• April and May Issues: American Psychiatric Association (APA); May 18-22, 2019; San Francisco, CA
• June Issue: American Academy of Clinical Psychiatrists Neuropsychiatry Update; June 14-15, 2019
• October Issue: Psychopharm Update; October 26, 2019
• November Issue: American Academy of Clinical Psychiatrists Encore; December 8-10, 2019

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AD SPACE/MATERIALS DEADLINE
January 12/18/19  July 06/19/20
February 01/22/20  August 07/22/20
March 02/19/20  September 08/21/20
April 03/23/20  October 09/22/20
May 04/16/20  November 10/19/20
June 05/13/20  December 11/18/20