2019 ADVERTISING RATE CARD

PUBLISHER’S STATEMENT
Current Psychiatry® is the leading peer-reviewed source of practical, evidence-based information that is valued by psychiatric clinicians. As the #1 A-size clinical review publication in both readers and exposures, and the #1 journal-affiliated site in the market in terms of unique monthly visitors,* Current Psychiatry® reaches 44,746 office- and hospital-based psychiatrists/AP clinicians with solutions to common clinical problems in daily practice. In addition to print, Current Psychiatry® offers a robust multichannel platform to advertisers that includes: online at mdedge.com/psychiatry, part of the MDedge™ Network, live events, custom educational programs, and our partnership with Annals of Clinical Psychiatry, the official publication of the American Academy of Clinical Psychiatrists.


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• Printing Specifications
• Circulation
• Editorial
• Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES
• DIGITAL ADVERTISING & SPECIFICATIONS
• CUSTOM MULTI-MEDIA PROGRAMS
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ABOUT FRONTLINE

For further information, contact the publisher.
PRINT ADVERTISING

PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2019

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.

- Rates subject to change with 90 days’ notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit.

- Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

- Publisher guarantees uniform rates to all advertisers using same amount and kind of space.

Incentive Programs

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through 240x. JFP, FPN, IMN, and CCJM extend to 396x.)

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2019. Full year 2018 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2019. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

<table>
<thead>
<tr>
<th>2018 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned 2019 Discount</td>
<td>0.50%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

**COMBINATION BUYS AND MARKETDUOS:**

- Advertise the same product in the same month in any TWO OR MORE FMC publications, such as CURRENT PSYCHIATRY®+Neurology Reviews®, and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (Family Practice News® + Internal Medicine News®) and PowerBuy2™ (The Journal of Family Practice® + Cleveland Clinic Journal of Medicine®) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, combination discounts are applicable to full-run only.

- Evaluate FMC cross market combinations by Media Group in Kantar’s MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request.

- Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: The Journal of Family Practice®+Family Practice News®; Cutis®+Dermatology News®; OBG Management®+Ob.Gyn. News®; CURRENT PSYCHIATRY®+Clinical Psychiatry News®. Full-run only.
RATES & DISCOUNTS (CONTINUED)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. Choose either the continuity program or the new business/launch program when using a combination buy. See Full Media Kits available at frontlinerates.com. Full-run only.

**CHOOSE EITHER THE CONTINUITY OR NEW BUSINESS/LAUNCH PROGRAM (IF NOT USING A COMBINATION DISCOUNT):**

- **CONTINUITY PROGRAM:** Current Psychiatry® advertisers:
  
  Buy 5 ads, get the 6th at half price (50% off the earned B&W and color rate). Continuity program applies to 12-month period of January 2019 through December 2019 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in Current Psychiatry® during 2018 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining pages.

- **ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE):**
  1. Corporate earned frequency;
  2. Journal combination programs;
  3. Journal list match;
  4. New business launch;
  5. Journal continuity;
  6. Corporate discount;
  7. Agency discount.

- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact Sharon Finch, Publisher, at 609-265-1892 or sfinch@mdedge.com, for additional details.

Split Run

Split run advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count toward earned frequency and corporate discounts do apply. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

- **RUN-OF-BOOK:** See rates, page 4. All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum of 60%) by the earned rate for the full run only. There is an additional commissionable mechanical charge of $3,780.

- **INSERTS:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 60%). There is an additional commissionable mechanical charge of $1,930.

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for 1 month.**

<table>
<thead>
<tr>
<th>Covers</th>
<th>35% premium, ad must run 4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second cover*</td>
<td></td>
</tr>
<tr>
<td>Third cover</td>
<td>Sold only in combination with Fourth cover</td>
</tr>
<tr>
<td>Fourth cover*</td>
<td>60% premium, ad must run 4-color</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positions</th>
<th>15% space premium, ad is preferred 4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposite Table of Contents</td>
<td></td>
</tr>
<tr>
<td>Opposite Masthead</td>
<td></td>
</tr>
<tr>
<td>Opposite Editor’s Page</td>
<td></td>
</tr>
<tr>
<td>Consecutive right-hand pages</td>
<td></td>
</tr>
<tr>
<td>Other Preferred Positions</td>
<td>10% space premium</td>
</tr>
</tbody>
</table>

*Premium applies to black-and-white rate of one page only

**Classified Ads**

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers Current Psychiatry’s online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

Please contact Tim LaPella at: tlapella@mdedge.com.
Rates & Discounts (Continued)

Run-of-Book Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,845</td>
<td>$5,630</td>
<td>$5,450</td>
<td>$5,190</td>
<td>$5,025</td>
<td>$4,830</td>
<td>$4,700</td>
<td>$4,490</td>
<td>$4,415</td>
<td>$4,355</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4,775</td>
<td>4,570</td>
<td>4,430</td>
<td>4,235</td>
<td>4,095</td>
<td>3,930</td>
<td>3,820</td>
<td>3,655</td>
<td>3,575</td>
<td>3,530</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,815</td>
<td>3,720</td>
<td>3,605</td>
<td>3,440</td>
<td>3,325</td>
<td>3,210</td>
<td>3,100</td>
<td>2,970</td>
<td>2,920</td>
<td>2,875</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2,965</td>
<td>2,855</td>
<td>2,780</td>
<td>2,635</td>
<td>2,550</td>
<td>2,450</td>
<td>2,380</td>
<td>2,275</td>
<td>2,240</td>
<td>2,220</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,380</td>
<td>2,290</td>
<td>2,220</td>
<td>2,110</td>
<td>2,050</td>
<td>1,955</td>
<td>1,900</td>
<td>1,830</td>
<td>1,780</td>
<td>1,740</td>
</tr>
<tr>
<td>BRC</td>
<td>5845</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</table>

Black-and-White (ROB) + 4-Color Rates

<table>
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<tr>
<th>Page Size</th>
<th>1x</th>
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<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,085</td>
<td>$7,870</td>
<td>$7,690</td>
<td>$7,430</td>
<td>$7,265</td>
<td>$7,070</td>
<td>$6,940</td>
<td>$6,730</td>
<td>$6,655</td>
<td>$6,595</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>7,015</td>
<td>6,810</td>
<td>6,670</td>
<td>6,475</td>
<td>6,335</td>
<td>6,170</td>
<td>6,060</td>
<td>5,995</td>
<td>5,815</td>
<td>5,770</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6,055</td>
<td>5,960</td>
<td>5,845</td>
<td>5,680</td>
<td>5,565</td>
<td>5,450</td>
<td>5,340</td>
<td>5,210</td>
<td>5,160</td>
<td>5,115</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>5,205</td>
<td>5,095</td>
<td>5,020</td>
<td>4,875</td>
<td>4,790</td>
<td>4,690</td>
<td>4,620</td>
<td>4,515</td>
<td>4,480</td>
<td>4,460</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4,620</td>
<td>4,530</td>
<td>4,460</td>
<td>4,350</td>
<td>4,290</td>
<td>4,195</td>
<td>4,140</td>
<td>4,070</td>
<td>4,020</td>
<td>3,980</td>
</tr>
</tbody>
</table>

Color Rates (In addition to black & white rates)

- Standard color: $1,175
- Matched color: $1,495
- Metallic ink: $1,825
- Three & Four color rates: $2,240
- Four color + metallic: $4,065
- Five color rates: $3,735
- Six color (4C+MC+MC): $5,230

Insert Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Insert</td>
<td>$12,030</td>
<td>$11,680</td>
<td>$11,340</td>
<td>$10,785</td>
<td>$10,490</td>
<td>$10,080</td>
<td>$9,780</td>
<td>$9,400</td>
<td>$9,235</td>
<td>$9,050</td>
</tr>
<tr>
<td>4 Page Insert</td>
<td>N/A</td>
<td>22,975</td>
<td>22,295</td>
<td>21,220</td>
<td>20,590</td>
<td>19,790</td>
<td>19,200</td>
<td>18,450</td>
<td>18,085</td>
<td>17,725</td>
</tr>
<tr>
<td>6 Page Insert</td>
<td>N/A</td>
<td>34,280</td>
<td>33,270</td>
<td>31,625</td>
<td>30,725</td>
<td>29,505</td>
<td>28,640</td>
<td>27,515</td>
<td>26,975</td>
<td>26,435</td>
</tr>
<tr>
<td>8 Page Insert</td>
<td>N/A</td>
<td>45,580</td>
<td>44,195</td>
<td>42,060</td>
<td>40,825</td>
<td>39,205</td>
<td>38,055</td>
<td>36,550</td>
<td>35,855</td>
<td>35,140</td>
</tr>
<tr>
<td>10 Page Insert</td>
<td>N/A</td>
<td>56,880</td>
<td>55,155</td>
<td>52,470</td>
<td>50,940</td>
<td>48,910</td>
<td>47,485</td>
<td>45,610</td>
<td>44,740</td>
<td>43,845</td>
</tr>
</tbody>
</table>
INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY**: All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE**: Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES**: Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur a premium charge.
- **CHARGES**: See rates above.

**BRCs**

- Accepted if they accompany a full-page ad and must meet postal regulations.
- **CHARGE**: $6,075

**Standard Sizes and Specifications**

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb text.; maximum micrometer readings: 0.004”.

**Trimming**

Insert delivered size should be 8½” x 11”. Trimming of oversize inserts will be charged at cost. Keep live matter 3/8” from trimmed edges; allow 1/2” head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7½” x 10¼”.

**Insert Quantity**

50,000 full run only. For all list match runs, please contact the publisher for supplied quantity required.

**List Match**

All list match runs must be submitted to FMC by the space deadline for that issue’s ad run. Any list submitted late will result in delay of production and mailing of the issue. Additional fees may be incurred by the advertiser.

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ISSUANCE & CLOSING DATES

**First Issue**: January 2002

**Frequency**: Monthly.

**Issue Date**: Month of issuance.

**Mailing Date and Class**: the 10th of each month. Periodicals class.

**Closing Dates** (subject to change):

<table>
<thead>
<tr>
<th>Issue</th>
<th>SPACE Reservation</th>
<th>ROB FILES Due</th>
<th>INSERTS Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/6/18</td>
<td>12/13/18</td>
<td>12/18/18</td>
</tr>
<tr>
<td>February</td>
<td>1/7/19</td>
<td>1/14/19</td>
<td>1/18/19</td>
</tr>
<tr>
<td>March</td>
<td>2/7/19</td>
<td>2/14/19</td>
<td>2/19/19</td>
</tr>
<tr>
<td>April</td>
<td>3/7/19</td>
<td>3/14/19</td>
<td>3/19/19</td>
</tr>
<tr>
<td>May</td>
<td>4/8/19</td>
<td>4/15/19</td>
<td>4/18/19</td>
</tr>
<tr>
<td>June</td>
<td>5/8/19</td>
<td>5/15/19</td>
<td>5/20/19</td>
</tr>
<tr>
<td>July</td>
<td>6/7/19</td>
<td>6/14/19</td>
<td>6/19/19</td>
</tr>
<tr>
<td>August</td>
<td>7/8/19</td>
<td>7/15/19</td>
<td>7/19/19</td>
</tr>
<tr>
<td>September</td>
<td>8/8/19</td>
<td>8/15/19</td>
<td>8/20/19</td>
</tr>
<tr>
<td>October</td>
<td>9/9/19</td>
<td>9/13/19</td>
<td>9/18/19</td>
</tr>
<tr>
<td>November</td>
<td>10/8/19</td>
<td>10/15/19</td>
<td>10/18/19</td>
</tr>
<tr>
<td>December</td>
<td>11/8/19</td>
<td>11/14/19</td>
<td>11/19/19</td>
</tr>
</tbody>
</table>

**Shipping**

Inserts should be clearly marked with publication name, issue date, and quantity.

**SHIP TO**: Publishers Press
ATTN: Tammy Cristobal
Current Psychiatry/ISSUE DATE
13487 South Preston Highway
Lebanon Junction, KY 40150
Tel: 800-627-5801

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the publisher’s discretion.
COVER TIPS / OUTSERTS

Cover Tips are a cost-effective way to get your message to an engaged audience of 44,746 psychiatrists and AP clinicians with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A “coming soon” ad
- An upcoming event

Outserts

- Outserts are a great opportunity to capture high visibility through CURRENT PSYCHIATRY that’s highly read and trusted. Your preprinted Outserts are placed over a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.
- Samples must be submitted for review. Availability contingent upon approval.

For outsert pricing and further details contact Sharon Finch at sfinch@mdedge.com

Cover Tip Rates

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Description</th>
<th>Total Cost Net*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 7½&quot; (w) x 5¼&quot; (h)</td>
<td>2-page/single leaf (no PI accepted with this size)</td>
<td>$24,125</td>
</tr>
<tr>
<td>Print on 80# text stock, No UV coating</td>
<td>4-page with folded glue tipped PI (glued inside)</td>
<td>$30,330</td>
</tr>
<tr>
<td></td>
<td>6-page/8-page with folded glue tipped PI (glued inside)</td>
<td>$36,900</td>
</tr>
</tbody>
</table>

* Client supplied; includes space and polybag

Cost is net; NON-COMMISSIONABLE

All cover tips must supply a sample of accurate mock-up at least three weeks prior to material due date, provided a contract is already in place.

- If running a folded PI, cover tip must run as either a 4 page or larger, and will require a wafer seal.
- Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost. If cancelled on/after issue space close date, client will be billed at 100% for that issue’s insertion.

For additional information, please contact Sharon Finch at sfinch@mdedge.com

REPRINTS / ePRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

For USA & CANADA ONLY CONTACT:
Brett Petillo, Sales Manager
Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
eMail: frontline@wrightsmedia.com
Website: www.wrightsmedia.com

ALL OTHER CONTACT:
Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St. Suite 102
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
eMail: ray.thibodeau@contentednet.com
Website: www.contentednet.com
GENERAL INFORMATION

Requirements for Advertising Acceptance
Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement, the agency and the advertiser must indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Run-off-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Ad Format and Placement Policy
- Advertising is interspersed between and within articles.
- Ads are rotated.
- It is our policy to separate advertising from related editorial and competitive advertising.
- AD EDIT RATIO: 55%/45%

Advertiser Services
- 2019 BONUS DISTRIBUTION:
  - MARCH ISSUE:
    - American Academy of Clinical Psychiatrists, Psychiatry Update (Midwest), Chicago, IL, March 21-23, 2019
    - College of Psychiatric & Neurologic Pharmacists, Salt Lake City, UT; April 7-10, 2019
  - MAY ISSUE:
    - American Psychiatric Association, San Francisco, CA; May 18-22, 2019
  - JUNE ISSUE:
    - American Academy of Clinical Psychiatrists, Focus on Neuropsychiatry, Crystal City, VA, June 14-15, 2019
  - OCTOBER ISSUE:
    - Psychopharmacology Update, Cincinnati, OH; October 2019
  - NOVEMBER ISSUE:
    - American Academy of Clinical Psychiatrists Encore, Las Vegas, NV, December 8-10, 2019

PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>BLEED SIZES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width/Depth</td>
<td>Width/Depth</td>
</tr>
<tr>
<td>2-page spread</td>
<td>14½” x 10”</td>
</tr>
<tr>
<td>1 page</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>½ page (horizontal)</td>
<td>7” x 4½”</td>
</tr>
<tr>
<td>½ page (vertical)</td>
<td>3½” x 10”</td>
</tr>
<tr>
<td>¼ page (vertical)</td>
<td>2½” x 10”</td>
</tr>
<tr>
<td>¼ page (vertical)</td>
<td>3½” x 4”</td>
</tr>
</tbody>
</table>

- Hold all live matter in 3/8” from trim on all sides.
- Trim size of journal: 7¾” x 10⅛”.

Paper Stock
- INSIDE PAGES: 40# No. 5 coated groundwood.
- COVERS: 80# No. 3 coated groundwood.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations
- COVERS: 150 line.
- INSIDE: 133 line.
- 4-COLOR: 133 line.
- DENSITY OF TONE: 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

Reproduction Requirements
- Follow Specifications for Web Offset Publication (S.W.O.P) guidelines

Materials Accepted:
PDF x1a and PDF. Digital contract color proof required. Send reproduction materials to:
CURRENT PSYCHIATRY®
7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
Attn: Donna Pituras
Production Manager
Tel: 973-206-8011 Fax: 973-206-9535
eMail: dpituras@mdedge.com

Materials Policy:
Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.
CIRCULATION

Description of Circulation Parameters
- Psychiatrists: MDs and DOs who are in direct patient care (office and hospital setting), including residents (all years) and hospital staff. Other professional activities by request.
- Psychiatric Nurse Practitioners, Physician Assistants, and Clinical Nurse Specialists with prescribing authority. 100% request.

Demographic Selection Criteria
- CIRCULATION DISTRIBUTION: Controlled: 100%.

Circulation Verification
- AUDIT: BPA.
- MAIL LIST AVAILABILITY: Contact Publisher.

Coverage
- Have any specialties been combined in the grid below? No.
- Date and source of breakdown: July 2018 BPA Circulation Statement.
CLICK HERE for the most current BPA statement.

2018 CIRCULATION ANALYSIS

<table>
<thead>
<tr>
<th></th>
<th>Office-based</th>
<th>Residents</th>
<th>Hospital</th>
<th>Other</th>
<th>Osteopathy</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Psychiatry</td>
<td>22,625</td>
<td>4,670</td>
<td>2,024</td>
<td>1,186</td>
<td>2,189</td>
<td>32,694</td>
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<tr>
<td>Child Psychiatry</td>
<td>6,210</td>
<td>729</td>
<td>753</td>
<td>151</td>
<td>167</td>
<td>8,010</td>
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<tr>
<td>Geriatric Psychiatry</td>
<td>569</td>
<td>48</td>
<td>227</td>
<td>16</td>
<td>5</td>
<td>865</td>
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<tr>
<td>Total Psychiatrists</td>
<td>29,404</td>
<td>5,447</td>
<td>3,004</td>
<td>1,353</td>
<td>2,361</td>
<td>41,569</td>
</tr>
<tr>
<td>Advance practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants, and Certified Nurse Specialists</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3,177</td>
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<tr>
<td>Total Qualified Circulation</td>
<td></td>
<td></td>
<td></td>
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<td>44,746</td>
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</table>
EDITORIAL

General Editorial Direction
Current Psychiatry® provides the psychiatric practitioner with peer-reviewed, practical advice by leading authorities, emphasizing solutions to common clinical problems. Articles are solicited by an independent editorial board, and are edited by a staff of professional medical journalists. Current Psychiatry® articles undergo reader testing and peer review before publication.

Average Issue Information (2018)
- **AVERAGE NUMBER OF FEATURE ARTICLES PER ISSUE:** 3
- **AVERAGE REVIEW ARTICLE LENGTH:** 6-8 pages
- **CLINICAL NEUROSCIENCE:**
  - From the Editor
  - Cases That Test Your Skills
  - Med/Psych Update
  - Clinical Neuroscience
  - Psychiatry 2.0
  - Savvy Psychopharmacology
  - Out of the Pipeline
  - Pearls
  - Residents’ Voices

Origin of Editorial
- **PHYSICIAN-AUTHORED,** staff-edited manuscripts
- **INVITED:** 90%
- **UNSOLEICITED:** 10% (Pearls, Cases That Test Your Skills, Residents’ Voices)
- **REJECTION RATE:** 10% to 15%
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS:** None
- **PEER REVIEW:** All manuscripts are reviewed by the editors, members of the Editorial Board, and other physicians with pertinent expertise.

Editorial Research:
Article topics are tested through surveys to psychiatrists and to members of the Editorial Board to determine reader interest. This ongoing surveying process ensures that articles in Current Psychiatry® meet the needs of psychiatric practitioners.
UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:
Multisponsored print and digital supplements and/or themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.
Available in print, online in a digital edition, and in the app store (where available) these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond Current Psychiatry audience as well.

- Supplements polybag and mail with regular issues of Current Psychiatry
- Supplements are posted online in the education center of mdedge.com/psychiatry
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING: Please consult with Publisher/Account Manager on advertising rates for each supplement or to request the multi-sponsored rate card. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

CANCELLATION POLICY: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS: Please consult your account manager for closing dates, insert quantity and print/digital advertising specs.
INTEGRATED MEDIA OPPORTUNITIES

Awareness | Education | Targeted/Expanded Reach | Frequency

Identify your objectives and work with our network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 30+ multimedia brands in 25 markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.2M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand’s marketing needs at nearly every point along your product’s lifecycle. We’ll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand’s strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge™ brand are accessible at Frontlinerates.com. Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available here.

Digital Advertising

Custom Programs

Medical Conferences
As one of the healthcare industry’s largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company ranks 1st in combined web and print engagements and leads in HCP-level targeting. With MDedge™, our network of trusted brands and affiliated portal, custom solutions group, BPA-audited print/digital publications, and conferences group, FMC meets the marketing challenges of our clients through superior reach, optimal sponsorship opportunities, and multi-faceted, multi-channel advertising programs.

- MDedge™, our integrated web portal, features personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, and more.
- Our portfolio of 30+ print and digital publications in 20+ distinct market segments, surpasses circulation to 740,000 HCPs.
- Access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.
- 21 live events offering clinicians CME/CE credits
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge™ | FMC delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2019 discount programs: corporate level discounts and earned frequencies; new business/launch programs; and continuity discounts. For details:

Contact your account manager directly or call 973-206-3434.


Access all rate cards and our integrated media kit (an extensive array of MDedge digital advertising and custom opportunities) at www.frontlinerates.com.

Email us at sales@mdedge.com.