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BLACK & WHITE RATES*	1x	3x	6x	12x
Full Page	\$3,692	\$3,554	\$3,323	\$3,135
1/2 Page	2,196	2,085	1,979	1,867
1/4 Page	1,681	1,647	1,512	1,428
1/8 Page	1,045	992	939	888
1 x 3" up to 90 words	\$710	\$639	\$617	\$567
1 x 2" up to 60 words	525	493	442	401
1 x 1" up to 30 words	299	258	245	232

*State and local taxes may apply

PAGE SIZES	TYPE AREA		
Full Page	6.875"	x	9.125"
1/2 Page Vertical	3.375"	x	9.125"
1/2 Page Horizontal	6.875"	x	4.5"
1/3 Page	4.5"	x	4.5"
1/3 Page Vertical	2.21"	x	9.125"
1/4 Page	3.375"	x	4.5"
1/6 Page	2.21"	x	4.5"

COLOR

- Color Logo: \$205
- Color charges are in addition to earned black and white rates
- 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: Psychiatrists: MDs and DOs who are in direct patient care (office and hospital setting), including residents (all years) and hospital staff. Psychiatric Nurse Practitioners, Physician Assistants, and Clinical Nurse Specialists with prescribing authority.

CIRCULATION: 39,329 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:** EAmerican 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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March	02/10/20	September	08/10/20
April	03/10/20	October	09/10/20
May	04/10/20	November	10/9/20
June	05/8/20	December	11/9/20