

**ADVERTISING OPPORTUNITIES WITH
THE CANADIAN JOURNAL OF PSYCHIATRY**
Official Journal of the Canadian Psychiatric Association
All advertising subject to CPA approval.



2017 PRINT ADVERTISING RATES
(All print and digital rates listed in CAD)

DISPLAY AND CLASSIFIED

B&W	1x	6x	12x	24x
1 page	\$3,505	\$3,435	\$2,990	\$2,840
½ page	\$1,855	\$1,820	\$1,585	\$1,505
¼ page	\$1,115	\$1,095	\$950	\$905

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOUR RATES: 4-Colour charge (in addition to B&W rate above) \$1,700

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and centre with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELLABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table Of Contents.....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	Other Specified Positions.....	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a continuing education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

2017 DEADLINES

January

Space reservation due: 11/17/2016
Materials due: 11/28/2016
Inserts due: 12/7/2016

February

Space reservation due: 12/14/2016
Materials due: 12/21/2016
Inserts due: 1/4/2017

March

Space reservation due: 1/13/2017
Materials due: 1/23/2017
Inserts due: 2/1/2017

April

Space reservation due: 2/21/2017
Materials due: 2/28/2017
Inserts due: 3/9/2017

May

Space reservation due: 3/21/2017
Materials due: 3/28/2017
Inserts due: 4/6/2017

June

Space reservation due: 4/18/2017
Materials due: 4/25/2017
Inserts due: 5/4/2017

July

Space reservation due: 5/22/2017
Materials due: 5/30/2017
Inserts due: 6/8/2017

August

Space reservation due: 6/19/2017
Materials due: 6/26/2017
Inserts due: 7/6/2017

September

Space reservation due: 7/18/2017
Materials due: 7/25/2017
Inserts due: 8/3/2017

October

Space reservation due: 8/21/2017
Materials due: 8/28/2017
Inserts due: 9/7/2017

November

Space reservation due: 9/19/2017
Materials due: 9/26/2017
Inserts due: 10/5/2017

December

Space reservation due: 10/13/2017
Materials due: 10/20/2017
Inserts due: 10/31/2017

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GENERAL INFORMATION

FREQUENCY: Monthly

PRINT CIRCULATION: 2,530

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA.
Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: Scott Patten, MD, PhD, FRCPC

SOCIETY AFFILIATION: Canadian Psychiatric Association

Founded in 1951, the Canadian Psychiatric Association (CPA) is the national voluntary professional association for Canada's 4,700 psychiatrists. As the national voice of Canadian psychiatrists, the CPA advocates for the professional needs of its members and promotes excellence in education, research, and clinical practice. The CPA is a highly respected and active medical organization committed to serving the needs of its members and the health of the population. It is the leading national authority on psychiatric matters in Canada.

ABOUT THE JOURNAL:

Established in 1956, The Canadian Journal of Psychiatry (CJP) is the flagship publication of the CPA. The CJP provides a forum for psychiatry and mental health professionals to share their findings with more than 3000 researchers and clinicians. CJP has been keeping psychiatrists up-to-date on the latest research for nearly 60 years. Published 12 times a year, CJP includes peer-reviewed scientific articles on ongoing developments in Canadian and international psychiatry. Regular features include the In Review series, written by world leaders in psychiatric research; the latest original research; systematic review papers; book reviews; and letters to the editor, all of which contribute to scholarly debate and are published in either English or French.

READERSHIP

61% of the 4,668 psychiatrists in Canada report reading The CJP in print and/or online.

Of those who read it, 71% said they read every issue and 97% said they read at least 2 of every 4 issues.

68% of readers reported reading half or more of the last issue.

Canadian psychiatrists read more pages of The CJP than the Journal of Psychiatry and Neuroscience, the Canadian Medical Association Journal, Doctor's Review, or the Medical Post!



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ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim
Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions

A high resolution press-ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for colour or grayscale images and 900-1200 dpi for line art (1-bit) images. All colour files must be created and submitted to publisher in CMYK colour mode. Publisher will convert ads submitted in RGB but is not responsible for colour reproduction on these ads. 2-colour ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions

- **Colour Ads:** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of colour. Any omissions or colour deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the head, foot, gutter, and face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4" x 6".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

DIGITAL ADVERTISING DISCLAIMER

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event advertiser will be responsible for the full payment amount of the order.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING

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FOR ARTWORK DELIVERY

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SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7219
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com