

2012 Integrated Media Rates



Print Advertising

Rates & Discounts
Insert Information
Cover Tip Programs
Issuance & Closing
Editorial
General Information
Circulation
Mechanical Requirements

Online Advertising Programs

CurrentPsychiatry.com
Current Psychiatry eTOC
PsychiatryFindIt
Audiocasts
Digital Editions

Custom Media Programs

Patient Tear Sheets
Custom Reprints/E-Prints
Professional Editions/Supplements
Outsert Programs
eNewsletter Programs
eBlast Programs
Out of the Pipeline
Microsites
eProduct Theatre
Mobile App
Market Research
Face-to-face Events
Symposia

DATA CARD NO. 12 | ISSUED: SEPTEMBER 1, 2011 | EFFECTIVE DATE: JANUARY 1, 2012

PUBLISHER'S STATEMENT

CURRENT PSYCHIATRY is the leading peer-reviewed source of practical, evidence-based information valued by psychiatric clinicians. As the #1 clinical review publication in both readers and exposures,* CURRENT PSYCHIATRY reaches 39,241 office- and hospital-based psychiatrists/APC clinicians with solutions to common clinical problems seen in daily practice. In addition to print, CURRENT PSYCHIATRY offers a robust multichannel platform for advertisers that includes web, online and live events as well as custom educational programs with Indexing through our partnership with the ANNALS OF CLINICAL PSYCHIATRY, the official publication of the American Academy of Clinical Psychiatrists.

*June 2011 Kantar Media Medical/Surgical Multispecialty Readership Data ©



**Ways you
can save!**

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For further information,
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For immediate assistance,
contact:

 Christine Lucchese
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PRINT ADVERTISING

RATES & DISCOUNTS

1. Effective Date: January 1, 2012

- **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 Withdrawn on accounts not paid within 30 days of invoice date.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.

2. Discount Programs


- **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). 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.
- **FREQUENCY DISCOUNT PROGRAM:** Use the highest earned frequency from any one Quadrant journal to determine the frequency for all of the Quadrant publications.
- **ROUNDUP PROGRAM:** All Quadrant publications will employ a "roundup" policy in calculating the final earned frequency. For example, 38 units will now automatically qualify for the 48x rate, instead of 36x. (*The maximum frequency is 144x; not all journals have the same frequency levels so the roundup level may vary.*)
- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Quadrant in 2012. Full year 2011 NET spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2012. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (non CME). Discounts will be applied to print and electronic advertising only purchased in Quadrant professional publications and their respective web sites. The Quadrant Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied. Spend levels and associated discounts are :

Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M
Earned 2012 Discount	1.0%	2.0%	3.0%	4.0%	5.0%	7.0%	9.0%

- **NEUROSCIENCE COMBINATION:** Advertise the same product in the same month in both CURRENT PSYCHIATRY® and *Neurology Reviews*® and receive a 5% discount off the earned rate in both publications (B&W and color). The ad unit does not need to be the same size or indication.
- **CONTINUITY PROGRAM:** Buy 5 ads, get the 6th at half price; OR buy 11 ads, get the 12th ad FREE*, OR, for either option, take 8.3% off each paid insertion (B&W and color). Continuity program applies to 12-month period of January 2011 through December 2011 (or 12 month fiscal year where applicable).
- **LAUNCH INCENTIVE PROGRAM:** (Applies to new products, indications, and formulations for existing products.) Advertise in 3 months consecutively and earn a 50% discount on the 4th month insertion (same size or smaller). Prelaunch ad units do not apply. Insertions counting towards the launch program supersede the Continuity Program.

*Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward the corporate discount.

For further information,
contact the [Publisher](#).
For immediate assistance,
contact:

 Christine Lucchese
973-206-8084

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- **QUADRANT REWARDS PROGRAM PROMOTION PLUS:** Use CURRENT PSYCHIATRY to promote your brand to capture exposure and increase audience penetration across integrated multimedia channels. Use our Quadrant Rewards Program to gain cost-efficient outreach; combined frequency across multiple Quadrant brands; and increased savings with all promotion counting towards corporate incentive discounts.
- **PROMOTION PLUS SAVINGS:** Use CURRENT PSYCHIATRY to promote your brand to capture exposure and increase audience penetration across integrated multimedia channels. Use our Quadrant Rewards Program to gain cost-efficient outreach; combined frequency across multiple Quadrant brands; and increased savings with all promotion counting towards corporate incentive discounts.

Print	+	Online	+	=	10% off Online
Print	+	Custom Media	+	=	10% off Custom Media
Online	+	Custom Media	+	=	10% off Online and 10% off Custom Media
Print	+	Custom Media	+	Online	= 15% off Online and 15% off Custom Media

- **ORDER OF DISCOUNTS (AS APPLICABLE):** 1) Corporate earned frequency/Round up; 2) Journal combination discount; 3) Journal continuity program; 4) Corporate discount; 5) Agency discount (print only). 6) Rewards program discounts (if applicable).
- **QUADRANT PREPAYMENT PLAN:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact Hillary Ford, Group Publisher, (973) 206-8020, for additional details.

3. Classified Ads

See classified rate card or contact Julian Knight, Marketplace Account Manager, at 973-206-2317 or julian.knight@qhc.com.

4. Reprints

Reprints of articles are available. Contact Dina A. Conway, Sr. Account Manager, Content Ed Net, at 914-319-1853 or Dina.conway@contentednet.com.

5. Run-of-Book Rates:


Frequency	4-Color Full Page	Black and White				
		Full page	2/3 page	1/2 page	1/3 page	1/4 page
1x	\$6,990	\$4,945	\$4,040	\$3,230	\$2,510	\$2,015
3x	6,920	4,875	3,970	3,190	2,445	1,960
6x	6,850	4,805	3,905	3,180	2,435	1,955
12x	6,700	4,655	3,780	3,080	2,375	1,895
18x	6,625	4,580	3,725	3,035	2,335	1,870
24x	6,565	4,520	3,685	2,995	2,295	1,835
36x	6,425	4,380	3,565	2,900	2,225	1,785
48x	6,260	4,215	3,420	2,790	2,135	1,710
60x	6,210	4,165	3,385	2,745	2,115	1,690
72x	6,135	4,090	3,325	2,705	2,070	1,655
96x	6,065	4,020	3,265	2,645	2,035	1,625
120x	5,960	3,915	3,185	2,585	1,985	1,585
144x	5,890	3,845	3,110	2,545	1,950	1,555

6. Color

4 color	2 Color Standard	2 Color Matched	Metallic	5 Color
\$2,045	\$1,075	\$1,365	\$1,650	\$3,410

7. Bleed: No charge.

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8. Insert Rates

Frequency	2 page	4 page	6 page	8 page	10 page
1x	N/A	N/A	N/A	N/A	N/A
3x	10,080	N/A	N/A	N/A	N/A
6x	9,925	\$19,525	\$29,130	N/A	N/A
12x	9,635	18,945	28,270	\$37,560	\$46,875
18x	9,485	18,660	27,840	37,005	46,170
24x	9,350	18,385	27,410	36,445	45,465
36x	9,085	17,845	26,620	35,385	44,145
48x	8,735	17,155	25,570	33,980	42,390
60x	8,650	16,975	25,300	33,655	41,975
72x	8,475	16,635	24,815	32,975	41,145
96x	8,310	16,305	24,315	32,300	40,295
120x	8,145	15,990	23,840	31,675	39,520
144x	8,010	15,675	23,375	31,070	38,765

9. Split Run

- **RUN-OF-BOOK: SEE RATES (#5).** 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. There is an additional commissionable mechanical charge of \$2,800.
- **INSERTS: SEE RATES (#8).** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 50% for 2 or 4 page units and 40% for 6+ page units) by the earned rate for the full run. There is an additional commissionable mechanical charge of \$1,325.

10. 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). **Cancellation of preferred positions must be received in writing 60 days in advance to avoid penalty.**

Covers	
Second cover*	35% premium, minimum 2-page unit with 4-color page
Third cover	Sold only in combination with cover 4, no premium
Fourth cover*	60% premium, minimum 2-page unit with 4-color page
Positions	
Facing 1st table of contents*	15% premium
Facing 2nd table of contents*	10% premium
Facing editor's column*	10% premium
Consecutive right-hand pages**	15% premium
Other preferred positions	10% premium
*Premium applies to black-and-white rate of one page only	
** Premium applies to black-and-white rate of all pages	

INSERT INFORMATION


11. 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 #8.

12. BRCs

Accepted if they accompany a full-page ad and must meet postal regulations.
Charge: \$4,945

For further information, contact the [Publisher](#).
For immediate assistance, contact:

 **Christine Lucchese**
973-206-8084

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973-206-8084

13. 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.; maximum micrometer readings: 0.004".

14. Trimming

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 7/8" x 10 3/4".

15. Insert Quantity: 43,000 full run. For demographic runs fewer than 39,241, add 10%.

16. Shipping

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

SHIP TO: RR Donnelly Insert Warehouse

Route 251 South and 4099 (Eljan Road), Mendota, IL 61342

Attn: Bonnie House, CURRENT PSYCHIATRY

TEL: 815-539-1233

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 TIP PROGRAMS

This is a great cost-effective way to get your message to an engaged audience of 39,241 psychiatrists 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



Cover Tip Rates

Specifications	Description	Total Cost*
Size: 7 1/2" (w) x 5 1/4" (h) Print on 80# stock No UV coating	2-page / Single-leaf (BW)	\$17,990
	2-page / Single-leaf (4C)	18,350
	4-page / Double-leaf (4C)	23,270

* Client supplied; includes space and polybag

ISSUANCE AND CLOSING

17. First Issue: January 2002.

18. Frequency: Monthly.

19. Issue Date: Month of issuance.

20. Mailing Date and Class: The 10th of each month. Periodicals class.

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21. Closing Dates:

Issue	SPACE	MATERIAL	
	Reservation	ROB Due	Inserts due
January	12/5/2011	12/13/2011	12/16/2011
February	1/5/2012	1/10/2012	1/17/2012
March	2/3/2012	2/10/2012	2/14/2012
April	3/5/2012	3/12/2012	3/14/2012
May	4/5/2012	4/11/2012	4/16/2012
June	5/4/2012	5/11/2012	5/14/2012
July	6/4/2012	6/11/2012	6/13/2012
August	7/6/2012	7/11/2012	7/16/2012
September	8/6/2012	8/13/2012	8/15/2012
October	9/7/2012	9/12/2012	9/14/2012
November	10/5/2012	10/12/2012	10/15/2012
December	11/5/2012	11/13/2012	11/16/2012

EDITORIAL

22. 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 edited by a staff of professional medical journalists. CURRENT PSYCHIATRY articles undergo reader testing and peer review before publication.

23. Average Issue Information (2012-2013)

- Average number of feature articles per issue: 3
- Average article length: 6.4 pages
- Editorial departments:
 - From the Editor
 - Cases That Test Your Skills
 - Med/Psych Update
 - Malpractice Rx
 - Savvy Psychopharmacology
 - Out of the Pipeline
 - Pearls
 - Medicine in Brief

24. Origin of Editorial


- **PHYSICIAN-AUTHORED**, staff-edited manuscripts
- **SOLICITED**: 90%
- **SUBMITTED**: 10% (Pearls, Cases That Test Your Skills)
- **REJECTION RATE**: 5-10%
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS**: None
- **PEER REVIEW**: All articles are invited and reviewed by physician editors, the Editorial Board, and other physicians with pertinent expertise as required.

GENERAL INFORMATION

25. 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 (subject always to the other **Standard Terms and Conditions** of our Rate Card (click the link for details). Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-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.

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26. Editorial Research:

All article topics are tested through surveys to psychiatrists to determine reader interest. Following publication, reader feedback surveys are conducted, also from randomly selected samples of the circulation. This ongoing reader survey process ensures that articles in CURRENT PSYCHIATRY meet the needs of psychiatric practitioners.

27. 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 RATION:** 55/45%

28. Advertiser Services

■ **2012 BONUS DISTRIBUTION:**

MARCH ISSUE:

- American Association for Geriatric Psychiatrists, Washington, DC, March 16-19, 2012
- American Academy of Clinical Psychiatrists, Chicago, March 27-29, 2012

APRIL ISSUE:

- College of Psychiatric & Neurologic Pharmacists, Tampa, April 29 - May 2, 2012

APRIL AND MAY ISSUES:

- American Psychiatric Association, Philadelphia, May 5-9, 2012

JUNE ISSUE:

- American Academy of Nurse Practitioners, Orlando, June 20-24, 2012

OCTOBER AND NOVEMBER ISSUES:

- U.S. Psychiatric and Mental Health Congress, San Diego, Nov. 8-11, 2012

CIRCULATION

29. 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.


30. Demographic Selection Criteria

- **CIRCULATION DISTRIBUTION:** Controlled: 99.9%. Paid: 0.1%.
- **SUBSCRIPTION RATES:**
For Subscription rates contact 800-480-4851

31. Circulation Verification

- **AUDIT:** BPA.
- **MAILING HOUSE:**
Mailing list availability:
Michael Constantino, Senior Account Manager
Infogroup | Edith Roman-ePostDirect
845.731.2748 ext 748
Fax: 845.620.9035
Email: michael.constantino@infogroup.com.

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32. Coverage

- Have any specialties been combined in the grid below? No.
- Date and source of breakdown: July 2011 BPA Circulation Statement.

2011 CIRCULATION ANALYSIS						
	Office-based	Residents	Hospital	Other	Osteopathy	TOTAL
Psychiatry	21,359	4,056	3,930	507	1,147	30,999
Child Psychiatry	3,943	116	116	78	96	3,349
Geriatric Psychiatry	510	47	109	21	4	691
Total Physicians	25,812	4,219	4,155	606	1,247	36,039
Advance Practice Clinicians specializing in psychiatry, including Nurse Practitioners, Physicians Assistants, and Certified Nurse Specialists						3,202
Total Qualified Circulation						39,241

MECHANICAL REQUIREMENTS

33. Ad Sizes and Bleed Sizes

- Hold all live matter in 3/8" from all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

	AD SIZES	BLEED SIZES
	Width/Depth	Width/Depth
2-page spread	14 1/2" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 3/8" x 11"
1/2 page (horizontal)	7" x 4 7/8"	8 3/8" x 5 1/2"
1/2 page (vertical)	3 3/8" x 10"	4" x 11"
1/3 page (vertical)	2 1/4" x 10"	2 7/8" x 11"

34. Paper Stock

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

35. Type of Binding: Perfect-bound.

36. 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%.

37. Reproduction Requirements

Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.


38. Materials Accepted: PDF x1a and PDF. Digital contract color proof required.

- **MATERIALS SUBMISSION INFORMATION:** Please send all artwork on disc to:
Quadrant HealthCom Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054 -4609
Attn: Jaime Serra
(973) 206-8011 • Fax: (973) 206-9535
jaime.serra@qhc.com

39. Materials Policy:

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

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Create an online advertising campaign that reaches an actively engaged psychiatry audience through one or all of CURRENT PSYCHIATRY online opportunities. Whether it's an ad on our Web site where your message will be seen by thousands of users looking for relevant content, a product message in our eTOC that is pushed out to a targeted audience of opt-in psychiatrists, or your brand linked to PsychiatryFindIt as part of our customized vertical search engine, you can be sure you'll get the impressions that count.

Our statistics* speak for themselves:

- 24,132 Average Monthly Banner Impressions
- .35% Average Monthly CTR
- 28,323 Average Monthly Page Views
- 7,489 Average Monthly Unique Visitors
- 10,004 Average Monthly Visits
- 3:13 Average Minutes Spent on Site
- 2:89 Pages/Visit

* Google Analytics & Double Click 2011


Overall online features:

- Supports all forms of Rich Media
- Ads served by DoubleClick (Google owned)
- Full-service reporting features
- Capability to deploy multiple ads in a single campaign keeps advertising fresh
- Embedded links to client site
- Specifications conform to the Interactive Advertising Bureau's (IAB) advertising standards and guidelines

FOUR CLICKS TO ONLINE SUCCESS

- 1. CurrentPsychiatry.com**
offers a choice of 3 advertising positions on our web site attracting targeted user involvement daily.
- 2. eTOC NewsBlast**
to more than 39,200 psychiatric clinicians monthly puts your online message in front of a targeted opt-in audience validated and matched against the AMA list.
- 3. PsychiatryFindIt Search Portal**
provides 3 online advertising opportunities within a vertical search portal that enables psychiatrists to launch focused relevant searches.
- 4. Audiocasts**
presents premium placement and quality impressions to a captive audience through this online sponsorship opportunity.

For further information,
contact the [Publisher](#).
For immediate assistance,
contact:

 **Christine Lucchese**
973-206-8084

Print Advertising

- Rates & Discounts
- Insert Information
- Cover Tip Programs
- Issuance & Closing
- Editorial
- General Information
- Circulation
- Mechanical Requirements


Online Advertising Programs

- CurrentPsychiatry.com
- Current Psychiatry eTOC
- PsychiatryFindIt
- Audiocasts
- Digital Editions

Custom Media Programs

- Patient Tear Sheets
- Custom Reprints/E-Prints
- Professional Editions/Supplements
- Outsert Programs
- eNewsletter Programs
- eBlast Programs
- Out of the Pipeline
- Microsites
- eProduct Theatre
- Mobile App
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- Face-to-face Events
- Symposia

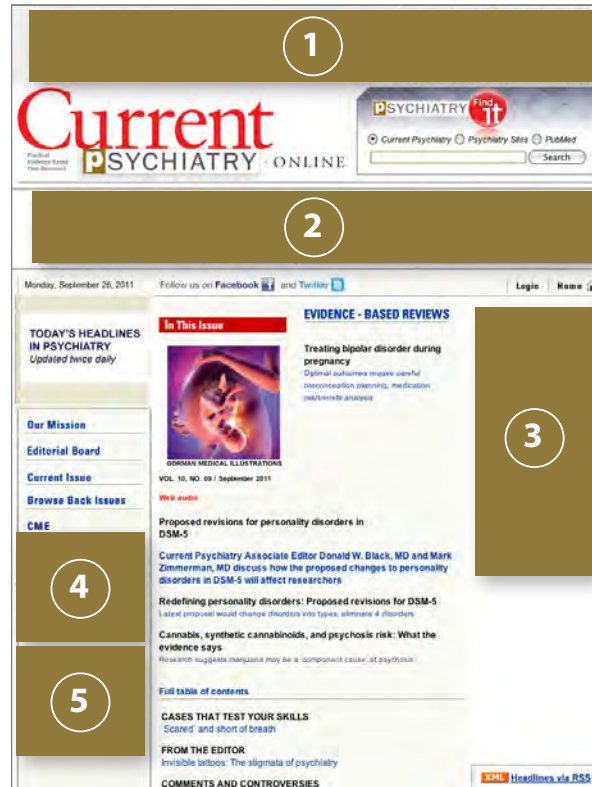
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CURRENTPSYCHIATRY.COM

[CurrentPsychiatry.com](#) features peer reviewed content from the monthly print journal and web exclusives served to an engaged audience of physicians in various multimedia formats. We also provide important educational content for physicians which come from our various partners, sponsors and grantors. Leverage the credibility and trust of CURRENT PSYCHIATRY to help promote your brand.

Positions



Rates

Program	Position	SOV	Projected Impressions	Cost	Pixel Dimensions	Max Panel Expansion/Direction
Current Psychiatry.com	1	30%	7,200	\$900	728 x 90	728 x 180/Down
	2	30%	7,200	\$940	728 x 90	728 x 180/Down
	3	30%	7,200	\$865	160 x 600	320 x 600/Left
	4	30%	7,200	\$470	125 x 125	250 x 125/Right
	5	30%	7,200	\$430	125 x 125	250 x 125/Right

Accepted File Types: .jpg, gif, swf (FLASH), Iframe, Third Party Tags

All rich media banner allow for scrolling PI.

All expandable banner should be click activated

Flash Specifications:

- **Frame Rate:** less than 18 frames per second
- **Max Banner File Size:** 40k
- **Max Looping/Animation:**
 - Max 15 seconds including flashing icons/buttons
 - After 15 seconds additional animation must be user-initiated
- **Max Flash Weight:** 40k
- **Max Gif Weight:** 40k
- **For all SWF ads:** a backup .gif or .jpg ad must be provided

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eTOC NEWSBLAST

This monthly email blast to approximately 39,000 verified psychiatric clinicians puts your message in front of a targeted audience that is eager to receive relevant information from a brand they trust. Delivered directly to their email address, your promotional message is seen within an editorial environment that helps drive traffic to your brand.

Positions



Rates

Program	Position	Description	Rate	Frequency	Pixel dimensions
eToc	1	Leaderboard: Located at the top of page	\$1,500	Monthly	728 x 90
	2	Skyscraper: Right-hand column	\$1,300	Monthly	160 x 600
	Both	Exclusive: Includes both sizes	\$3,000	Monthly	NA

Accepted File Types: jpg, .gif, .png, .bmp

Maximum file size: 40KB

For further information,
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For immediate assistance,
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973-206-8084

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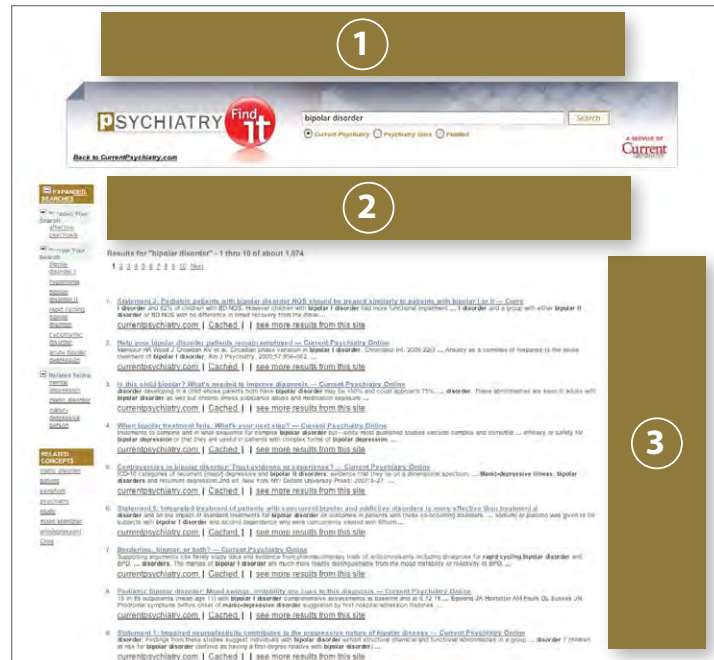
For further information, contact the **Publisher**.
For immediate assistance, contact:

 **Christine Lucchese**
973-206-8084

PSYCHIATRYFINDIT SEARCH PORTAL

PsychiatryFindIt is a vertical search portal within the CurrentPsychiatry.com web site that enables psychiatrists to launch focused relevant searches. PsychiatryFindIt puts your message in front of the right audience at the time they are most engaged.

Positions



Rates

Program	Position	Description	Estimated Impressions	SOV	Flat rate	Frequency	Pixel dimensions
Psychiatry FindIt	1	Rotating Leaderboard: Located at the top of the page	3,500	100%	\$700	Monthly	728 x 90
	2	Rotating Leaderboard: Directly above search results	3,500	100%	\$650	Monthly	728 x 90
	3	Skyscraper: Right-hand column	3,500	100%	\$600	Monthly	160 x 600

Accepted File Types: .jpg, .gif, and all forms of rich media

Maximum file size: 40KB

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973-206-8084

AUDIOCASTS

Enjoy premium placement and access to a captive and engaged audience when you choose to sponsor the currentpsychiatry.com audiocast. Each month, journal articles are highlighted as a 5-10 minute audiocast in which the featured author summarizes key points or provides additional commentary.

Each new audiocast is accessible to users via a link on the CURRENT PSYCHIATRY home page. When the user clicks on the link, a page opens in a new window with a media player that plays audio and displays a custom skin as the visual. The skin contains general information about the editorial content, along with your exclusive leader board ad (728 × 90).

- Ad message remains on the screen for the entire duration a user is listening
- Time spent: average of 3 minutes
- Average click-through rate is 2.2%
- Typical opens/listens: 515 per month
- Ad appears on all audiocasts, current and archived, for that given month
- Rich media is accepted

RATE: \$1,275 per month includes all audiocasts with 100% SOV for the contracted period

DIGITAL EDITIONS

Sponsoring a custom digital edition provides another effective platform to distribute your educational content with or without advertisements and include these benefits:

- the portability of the digital edition gives your target audience access to their digital editions on their computer;
- digital editions allow readers to easily share content with colleagues and create electronic libraries of content they want to “clip and save” giving longevity and repeat exposure to editorial content and advertisements;
- readers can engage with ads and content that link directly to your specified web site and/or a specific e-mail address;
- readers can search current and previous archived issues for content of interest and be exposed again to your ad or educational content.

This sponsorship opportunity increases your exposure and enhancements to your ads engage readers through interactive elements such as the following:

- Banner advertising inside or outside the digital edition viewer
- Embed links within your ad to make ads come alive and allow readers to interactive with your ad using videos, flash animation or audio clips
- Premium advertising also available on Page 0 (page facing front cover) and 5th cover (page facing 4th cover)
- Promotion opportunities to mention your product/service is available through News Ticker/Custom Ad Feeds
- Custom forms can also be created within your ad to generate leads and allow readers to submit their contact information directly for additional information.

Contact your [Publisher](#) for details and pricing.

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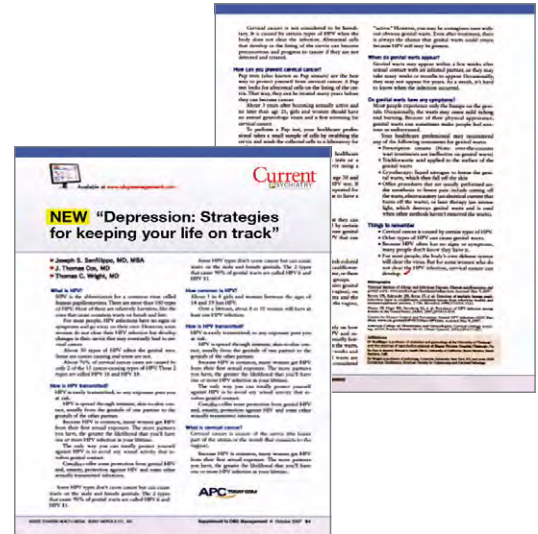
For further information, contact the [Publisher](#).
For immediate assistance, contact:

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CUSTOM MEDIA PROGRAMS

PATIENT TEAR SHEETS

- Reach 39,241 psychiatrists with relevant and useful patient information through a brand they trust and respect
- Patient Tear Sheets are printed and inserted into the journal as an easy pull out for physician to copy and distribute to patients
- Includes journal logo on upper right hand side giving you credibility
- Offers another way to distribute relevant information as a sponsor
- Exposes your marketing message to a highly receptive physician and consumer audience



Contact the [Publisher](#) for custom proposal

CUSTOM REPRINTS / E-PRINTS

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 healthcare providers. Reprints/e-Prints 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.

- **For further information contact:**
Dina A. Conway
Sr. Account Manager, Content Ed Net
Tel: 914-319-1853
Email: Dina.conway@contentednet.com

PROFESSIONAL EDITIONS/SUPPLEMENTS

Custom professional editions are effective and proven vehicles that help you educate your key targets with information on pertinent treatments and/or conditions or a therapeutic category of your choice. These vehicles can take several forms, depending on the length and complexity of your message via bulletins (4 pages), gatefolds (6-8 pages), newsletters (8-12 pages), spotlights (16-20 pages) or supplements (24 pages or more) and are available on a custom basis.

These vehicles can also be featured online as PDFs for download purposes or as digital editions. These digital editions allow for webcasts, audiocasts, response forms and other interactive elements, in order to enhance learning or drive response.

Distribution can be extended to other key health care professionals through the comprehensive market access available via Quadrant's well-established and well-regarded brands.

Contact the [Publisher](#) for details and pricing.

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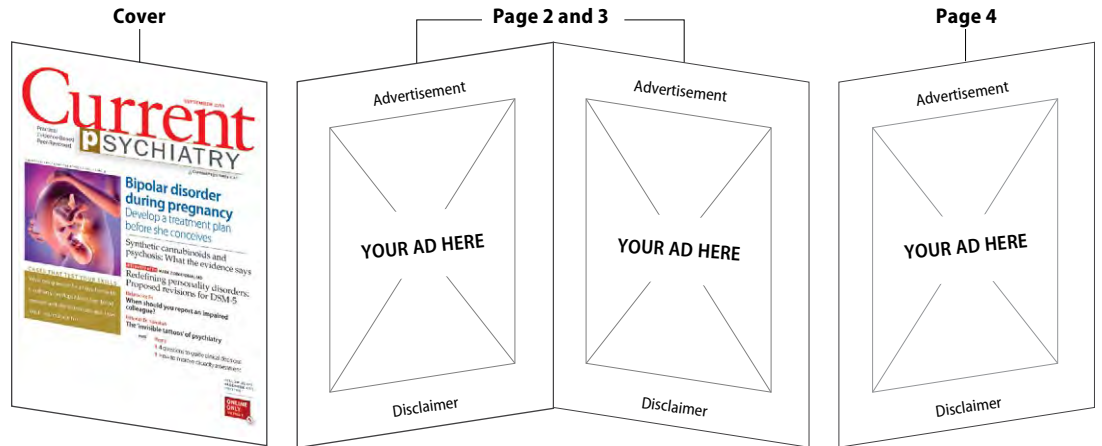
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OUTSERT PROGRAM

Print Outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by nearly 39,241 psychiatrists.

4-Page Example



Rates

Placed on top of the current issue and polybagged for outstanding exposure.

Choose from the following: →

Outsert	# Ad Pages	Total Cost*
2 pages	1	\$21,275
4 pages	3	31,900
6 pages	5	44,750

Specifications

- CIRCULATION: 39,241
- STOCK: 80# coated
- TRIM SIZE: 7 7/8" (w) x 10 3/4" (h)
- COLOR: 4/4

*Includes space, printing, and polybag. Demographic split runs available upon request (50% minimum).

eNEWSLETTER PROGRAMS

Deliver your message within content that is focused on your specific therapeutic area to an opt-in audience of verified psychiatric clinicians.

- Article abstracts are chosen by the CURRENT PSYCHIATRY editors in consultation with the series Editor/KOL for relevancy in the chosen therapeutic area
- Original commentary providing insight and relevance to selected features will be provided by a therapeutically related Thought Leader which brings the content all together for the reader
- Delivered monthly to 39,000
- CURRENT PSYCHIATRY eNewsletters have open rates of 20% or more!

RATE: \$3,500 per issue

For further information, contact the [Publisher](#).
For immediate assistance, contact:

Christine Lucchese
973-206-8084



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eBLAST PROGRAMS

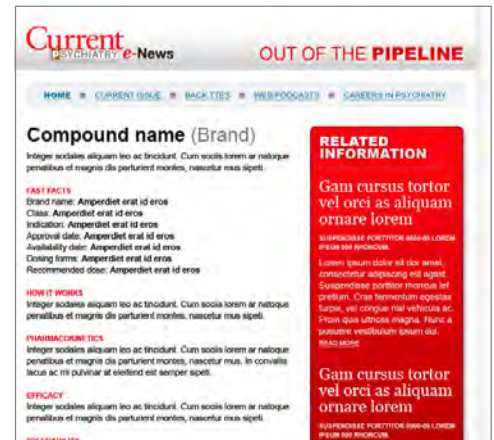
Quickly deliver timely, highly relevant review of key product information to our opt-in, verified audience. Designed for launch programs and timed to release with the approval of new compounds, formulations, and/or indications.

- Utilize our proprietary email list to send information about your brand or marketing initiative to a targeted and engaged audience
- Use our eBlast to send information on conference updates, formulary information, new product launch, etc
- Link your message directly to your product web site or other landing page for further information
- Sponsorship includes complete traffic report including open and click-through rates

RATE: \$6,000 per delivery

OUT OF THE PIPELINE

- Designed for launch programs—timed to release with the approval of new:
 - Compounds
 - Formulations
 - Indications
- Quickly deliver timely, highly relevant review of key product information to an engaged, validated opt-in audience
- Links directly to your product web site or other landing page for further information
- Includes working with our editorial team to ensure inclusion of product’s most significant points
- Audiocast interview with KOL is available and will be hosted on the CURRENT PSYCHIATRY web site.
- Sponsorship includes complete traffic report including open and click-through rates



RATE: \$7,500 (eBlast alone) \$8,000 (Audiocast with eBlast)

MICROSITES

Custom created web sites focused on a key therapeutic area to highlight your product's value to your target audience.

CURRENT PSYCHIATRY will design, develop, and construct an interactive portal “Microsite” to be hosted on the CURRENT PSYCHIATRY web site. The Microsite will be exclusive to your company/brand for 12 months with the option to renew. The site will be devoted to your therapeutic area with a customized title and URL. Constructed with state-of-the-art functionality and navigation, including a mobile version, the site will be accessible through multiple platforms. Content can include previously approved information and/or new peer-reviewed content that goes through your MLR. It offers you an opportunity to repurpose and redistribute existing assets through the CURRENT PSYCHIATRY brand and benefit from our extensive promotion and PR activities, whether online, electronic and/or in print to build awareness and traffic.

The site can host videos, webcasts, digital editions and more, all customized to meet your objectives and reach your target audience.

Please consult [Publisher](#) for details

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ePRODUCT THEATRE

Cost-effectively market an e-detail video on our web site, where you'll attract attention and exposure for your product. Benefits include:

- Creation of a custom web page to host your supplied 3-5 minute product video/presentation*
- Click through for healthcare providers to request more information and/or samples
- Complete promotional campaign to build awareness and exposure for your product with our audience, including;
 - **RUN-OF-SITE BANNER ADS** directing users to your product page
 - **eTOC BANNER AD** directing users to your product page
 - **eINVITES** to our mailing list (39,000) directing users to your product page
 - **4/C FULL PAGE PRINT AD** in CURRENT PSYCHIATRY to drive traffic
 - **OPTIONAL INCENTIVES** to increase performance



* Page will be clearly labeled as sponsored industry information that has not been peer-reviewed by our editors.

ONE COST-EFFECTIVE FLAT RATE/MONTH: \$16,500 net (does not include 1x set-up charge of \$2,500)

MOBILE APP

CURRENT PSYCHIATRY provides a broad portfolio of content conducive to a mobile platform. A custom CURRENT PSYCHIATRY Mobile App is an effective way to get your message in front of the right audience at the time they are most engaged. Your ad will be given prime exposure when served to psychiatrists throughout the day, at both work and leisure. Potential content includes:

- PsychiatryFindIt vertical search tool
- On-demand CME
- Push notifications
- Audiocasts
- CME Planner
- News feed provided by Physicians Briefing News



Please consult [Publisher](#) for details

MARKET RESEARCH

When you need to gather information and intelligence quickly let us send your query or custom survey to our opt-in audience of psychiatrists under the CURRENT PSYCHIATRY name. Whether it is a therapeutic category you need more information on or just want to know how our targeted audience perceives your product you can be sure that you will get a high response rate and answers to your survey promptly.

RATE: \$5,500
GUARANTEED SURVEY COMPLETIONS: 100+

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973-206-8084

FACE-TO-FACE EVENTS

Develop qualified leads through face-to-face interaction with your target audience within the intimate environment of our live CME events, where you can:

- Cultivate and enhance relationships with hard-to-reach “no see” psychiatrists, residents, and fellows
- Maximize one-on-one contact with practicing psychiatrists and psychiatric clinicians
- Participate in a forum from which to cost-effectively produce and distribute print and online enduring materials to the wider audience of Current Psychiatry and the Annals of Clinical Psychiatry
- Enjoy a higher ROI for your marketing dollar

Live Events produced by Current Psychiatry

- **CURRENT PSYCHIATRY/AACP PRESENT PSYCHIATRY UPDATE 2012**
Solving Clinical Challenges, Improving Patient Care
March 29-31, 2012, Chicago Marriott Downtown Magnificent Mile
www.Currentpsychiatry.com/aacp
- **PSYCHOPHARMACOLOGY UPDATE** (presented by the University of Cincinnati and Current Psychiatry)
October, 2012, Cincinnati
www.psychpharmupdate.org



Contact

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DAVID SMALL
Director of Events
(973) 206-9067
david.small@qhc.com

HILLARY FORD
Group Publisher
(973) 206-8020
hillary.ford@qhc.com

SYMPOSIA

Presenting a satellite symposium at a live event produced by CURRENTPSYCHIATRY provides a cost-effective vehicle to educate psychiatrists and psychiatric clinicians on new pharmacotherapies and therapies to improve patient care.

- Educate our audience of early adopting psychiatrists and psychiatric clinicians
- Generate instant feedback in a live environment
- Extend the impact of your educational message with enduring materials distributed in print and online through our peer-reviewed journals and Web sites

Benefits of presenting your sponsored symposium at a live event produced by CURRENT PSYCHIATRY:

- **HIGH ATTENDANCE.** Your satellite symposium will be scheduled unopposed during mealtime (at no additional cost to you) so that you can expect the participation of a majority of our scientific program attendees
- **ROBUST PROMOTION BEFORE AND DURING THE LIVE EVENT** on our web site, in eblasts, and with handouts and signage on site. The sooner you reserve your symposium, the more promotion it will receive
- **SUPERB COST EFFICIENCY AND HIGH ROI.** Your symposium will take place in our general session room, making it easy for attendees to locate, and providing you with access to our audiovisual equipment and personnel at no additional charge.

For further information please contact:

DAVID SMALL
Director of Events
(973) 206-9067
david.small@qhc.com

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JOIN OUR GROWING NETWORK

and benefit from our reach

Integrated Multimedia Medical Communications reaching over 675,000 health care professionals

- ➔ Quadrant HealthCom creates exceptional solutions for compelling, engaging peer-reviewed educational programs
- ➔ Original content development, graphic design, audiovisual technology and multimedia platforms
- ➔ Project management and proficiency in meeting planning, audience generation, facilitating events as well as a portfolio of custom print and online products designed to extend your message
- ➔ Expertise in the MLR process and adherence to industry guidelines/requirements

Quadrant HealthCom can deliver your message to the right audience at the right time.

Contact your account manager, visit qhcrates.com, or email us at sales@qhc.com.

IN PERSON / IN PRINT / ONLINE / ON DEMAND

The American Journal of Orthopedics.

Clinician Reviews

cosmetic DERMATOLOGY

Current PSYCHIATRY

cutis

EMERGENCY MEDICINE

FEDERAL PRACTITIONER

The Female Patient

THE JOURNAL OF FAMILY PRACTICE

NEUROLOGY REVIEWS

OBG MANAGEMENT

PULMONARY REVIEWS

Emerging Techniques IN Orthopedics SPORTS MEDICINE & ARTHROSCOPIC SURGERY

Female Urology & Urogynecology Symposium (FUUS)

GENERATIONAL Dermatology SUMMIT

MEDS Metabolic & Endocrine Disease Summit

MISS Minimally Invasive Surgery Symposium

PAGS PELVIC ANATOMY and GYNECOLOGIC SURGERY SYMPOSIUM

PSYCHIATRY UPDATE SOLVING CLINICAL CHALLENGES, IMPROVING PATIENT CARE

For further information, contact the [Publisher](#). For immediate assistance, contact:

Christine Lucchese
973-206-8084