



2024 RATE CARD

Print

Circulation: 440

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Advertising Office:

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Send Product insertion orders and ad materials to:

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6900 Grove Road
Thorofare, NJ 08086-9447
856-994-9909 • 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Catherine DiPinto
JOURNAL OF PSYCHOSOCIAL
NURSING AND MENTAL HEALTH SERVICES
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

RATES

1. Black-and-White rates:

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,585	\$2,680	\$1,990
6x	3,530	2,600	1,965
12x	3,480	2,540	1,890
24x	3,395	2,435	1,815
36x	3,220	2,375	1,760
48x	3,065	2,300	1,705
60x	2,970	2,250	1,670
72x	2,875	2,235	1,620
96x	2,770	2,155	1,580
120x	2,735	2,125	1,525
144x	2,710	2,100	1,485
196x	2,665	2,070	1,440
252x	2,635	2,015	1,400
320x	2,585	2,015	1,400
412x	2,545	2,015	1,400

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Matched color	\$810
Metallic color	1,070
Four color	1,605

2. Rates:

- a) **Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
- c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.

Effective Rate Date: January 2024 for all advertisers.

- 3. **Bleed:** No charge
- 4. **Covers, Positions:**
 - a) **Covers:**
 - Second cover:** Earned b/w rate plus 25%. Color additional.
 - Third cover:** Earned b/w rate plus 15%. Color additional.
 - Fourth cover:** Earned b/w rate plus 50%. Color additional.
 - b) **Special Positions:**
 - Facing table of contents:** Earned b/w rate plus 10%. Color additional.
 - Facing first text:** Earned b/w rate plus 10%. Color additional.
- 5. **Online Advertising Rates:**
Please contact your sales representative for more information.
- 6. **Recruitment/Classified Rates:**
Please contact your sales representative at slack@kerhgroup.com.
Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- 1. **Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
- 2. **New Advertiser Discount:** New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2024. This discount may not be combined with the Continuity Discount or Free Ad Program. To qualify, the advertisement must be for a:
 - a) Product that has not advertised in the past calendar year
 - b) New indication for an currently advertising product
- 3. **Continuity Discount:** Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser Discount or Free Ad Program.
 - a) 3 issues = 5% off
 - b) 6 issues = 10% off
 - c) 12 issues = 15% off

4. **Free Ad Program:** Purchase 5 ads and receive a 6th ad of equal or lesser size free. Purchase 10 ads and receive an 11th and 12th ad of equal or lesser size free. May not be combined with Continuity, New Advertiser Discounts or Clinical Trial Ad Program.
5. **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
6. **Psychiatry Connection Discount:** Sign a 12x contract in PSYCHIATRIC ANNALS and receive 6 free ads in JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES.
7. **Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
8. **Corporate Discount:** Total net spend achieved in the year 2024 will set a Corporate Discount to be taken off 2025 advertising.
9. **When taking advantage of more than one discount program, discounts must be taken in the following order:**
Gross cost
 - a) Less New Advertiser/Product or Continuity Incentive
 - b) Less SLACK Corporate Discount
 - c) Less 15% agency discount**Equals net cost**

ISSUANCE AND CLOSING

1. **First Issue:**
 JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES – January 1963
2. **Frequency:** 12 times per year
3. **Issue Dates:** First week of month of issue
4. **Mailing Date and Class:** Mails within the issue month; Periodical Class
5. **Extensions and Cancellations:**
 - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
 - b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

6. Closing Dates:

Issue	Ads Closing	Materials Due
January	12/1/2023	12/11/2023
February	1/3/2024	1/12/2024
March	2/1/2024	2/14/2024
April	3/1/2024	3/13/2024
May	4/1/2024	4/12/2024
June	5/1/2024	5/13/2024
July	6/3/2024	6/14/2024
August	7/1/2024	7/17/2024
September	8/1/2024	8/13/2024
October	9/3/2024	9/12/2024
November	10/1/2024	10/15/2024
December	11/1/2024	11/12/2024

EDITORIAL

1. **General Editorial Direction:** Each issue of JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES provides clinically relevant articles to the psychiatric nurse. Covers all aspects of therapy, treatment modalities, psychopharmacology, and patient care.
2. **Average Issue Information:**
 - a) **Average number of articles per issue:** 5
 - b) **Average article length:** 7 pages
3. **Origin of Editorial:**
 - a) **Source:** Original contributions
 - b) **Staff written:** 0%
 - c) **Solicited:** 10%
 - d) **Submitted:** 90%
 - e) **Peer review:** Yes

CIRCULATION

1. **Description of Circulation Parameters:**
 - a) **Psychiatric Nurses**
 - b) **Geriatric Nurses**
 - c) **Psychiatrists and Psychologists**
 - d) **Nursing Administrators**
 - e) **Nursing Faculty**
2. **Demographic Selection Criteria:**
 - a) **Prescribing:** N/A
 - b) **Circulation distribution:**
Paid: 100%
 - c) **Paid information:**
Is publication received as part of dues?: No.
 - d) **Subscription rates:** U.S.: \$160/year;
 Canada-add 5% tax/year
 outside the U.S.: add \$85/year
3. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** June 2023
 - b) **Printer + Mailing house:** Sheridan Press
4. **Estimated total circulation for 2024:** 440

GENERAL INFORMATION

1. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy 2 weeks prior to closing date.
2. **Online Press Release:** Yes
3. **Editorial Research:** N/A
4. **Ad Format and Placement Policy:**
 - a) **Format**
 - **Between articles**
 - **Within articles**
 - b) **Are ads rotated? Yes**
5. **Ad/Edit Information:** 40/60 Ad/Edit Ratio
6. **Value-Added Services:**
 - a) **Bonus Convention Distribution**
7. **Online Advertising Opportunities:** Contact your sales representative for more information.
8. **Additional Ad Opportunities:**
 - a) **BRC Inserts:** See 5b under Insert Information for specifications
 - b) **Split Run Advertising:** Contact publisher for information
9. **Reprint Availability:** Yes.
Email scsreprints@sheridan.com for pricing.
10. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.
11. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.
12. **Competitor Information:** JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
13. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "Advertorial" or "Advertisement" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.
14. **Billing Policy:** Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page Spread	15¾"	10¾"	16½"	11½"
Full Page	7½"	10¾"	8¾"	11½"
½ Page (Horizontal)	7½"	4¾"	8¾"	5½"
½ Page (Vertical)	3¾"	10¾"	4½"	11½"
¼ Page	3¾"	5"		

a) Trim size of journal: 8½" x 10¾"

b) To view thumbnails of ads specs, visit healio.com/adspecs

Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

For spread ads, keep content (images/text) ¼" in on each side of the gutter

2. Type of Binding: Perfect bound

3. Print Ad Requirements: For specifications, go to: healio.com/adspecs

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Contact the sales administrator for file sharing options.

4. Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless otherwise notified in writing.

INSERT INFORMATION

1. Availability and Acceptance:

a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.

b) **Acceptance:** An insert sample must be submitted to the Publisher for approval.

2. **Insert Charges:** Furnished inserts are billed at the earned black-and-white space rate. Commissionable.

3. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

4. **Trimming:** Ship folded. Supply size: 8¾" x 11½".

Trim size: 8½" x 10¾". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ¾" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

5. **BRCs:**

a) **Pricing:** Contact your Sales Representative for prices. Non-commissionable.

b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75 lb bulk or higher.

6. **Quantity:**

a) JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES, Full Run – 1,000 (estimated)

b) Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

7. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.