

Advertising Rates And Specifications - 2019



Society Affiliation: Canadian Psychiatric Association (CPA)

Readership profile: *CJP* is primarily read by Canadian psychiatrists. 61% of the 4,668 psychiatrists in Canada report reading *CJP* in print and/or online.

Editor: Scott Patten, MD, PhD, FRCPC

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 3,000 researchers and clinicians. *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, which are published in either English or French.

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.

Journal Information

Print

Circulation: 2,530

Frequency: Monthly

Online

journals.sagepub.com/home/cpa

Print distribution

North America: 99%

Europe: 1%

Digital usage

Australasia: 6.7% Western Europe: 6.9%

Other: 23.1%

Northern Europe: 10.5%

North America: 53.5%

Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservations	Materials closing	Inserts due
January	13-Nov-18	20-Nov-18	03-Dec-18
February	11-Dec-18	18-Dec-18	02-Jan-19
March	11-Jan-19	21-Jan-19	30-Jan-19
April	20-Feb-19	27-Feb-19	08-Mar-19
May	21-Mar-19	28-Mar-19	08-Apr-19
June	18-Apr-19	25-Apr-19	06-May-19
July	17-May-19	24-May-19	05-Jun-19
August	19-Jun-19	26-Jun-19	08-Jul-19
September	18-Jul-19	25-Jul-19	05-Aug-19
October	21-Aug-19	28-Aug-19	09-Sep-19
November	19-Sep-19	26-Sep-19	07-Oct-19
December	15-Oct-19	22-Oct-19	31-Oct-19

Print advertising rates -US

Black and white rates

Frequency	1x	3x	6x	12x	24x
1 page	\$2,960	\$2,902	\$2,522	\$2,398	\$2,158
½ page	\$2,367	\$2,321	\$2,018	\$1,918	\$1,724
¼ page	\$1,422	\$1,391	\$1,213	\$1,151	\$1,034

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.

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) \$957

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

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 Promotional Opportunities

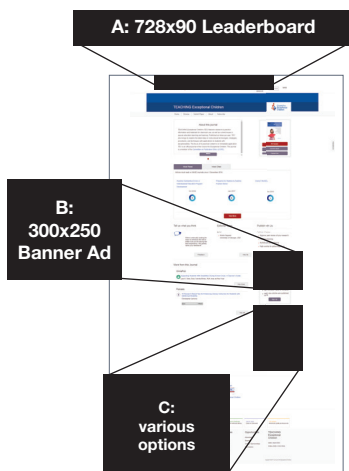
- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications



Canadian Psychiatric Association
Association des psychiatres du Canada



Online Advertising



Digital advertising solutions:

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

Policy and Guidelines

Trim size: 8.5 x 11

Binding: Perfect Bind

All advertising is subject to CPA approval.

Ad dimensions are listed in inches.

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

	Non-Bleed	Bleed
Full page	8x10.5	8.75x11.25
1/2 page vertical	3.75 x 10.5	
1/2 page horizontal	8 x 5	
1/4 page vertical	3.75 x 5	

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 color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color 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

Color 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 color. Any omissions or color 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. If e-mailing artwork, then send the proof in a separate package in the mail.

CJP INSERTS

Tipped-in 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.

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.

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

Contact Details

FOR DISPLAY AND CLASSIFIED ADVERTISING

Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 490-7420
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

FOR ARTWORK DELIVERY

Wendy Worman
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7635
Fax: (805) 410-7356
E-mail: wendy.worman@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

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1 page	\$3,820	\$3,745	\$3,255	\$3,095	\$2,785
½ page	\$3,055	\$2,995	\$2,605	\$2,475	\$2,225
¼ page	\$1,835	\$1,795	\$1,565	\$1,485	\$1,335

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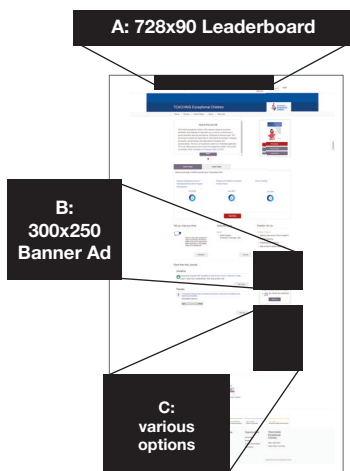
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SAGE Publications
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Fax: (805) 410-7356
E-mail: wendy.worman@sagepub.com

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CSR
Sheridan Press
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Hanover, PA 17331 USA
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