



# The Journal of Nervous and Mental Disease

[www.jonmd.com](http://www.jonmd.com)

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## **i** GENERAL INFORMATION

### 1. ISSUANCE:

Frequency: Monthly.

Mail class, mailing cover: periodical postage.

### 2. ESTABLISHED: 1874.

3. **SPECIAL ISSUES:** Bonus distribution at the American Psychiatric Association (APA) and other related meetings.

### 4. EDITORIAL:

Brings to practitioners of neurology and psychiatry, and to investigators in the field of biology and medicine, scientifically sound and clinically useful material. Presents a multi-disciplinary approach, publishes specific studies in such fields as psychiatry, neurology, neurophysiology, clinical psychology, sociology and biochemistry, and integrates these various disciplines.

### 5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to approval by Editor. New copy to be received by the Publisher two weeks before closing date.

### 6. PLACEMENT POLICY OF ADVERTISING:

Precedes and follows editorial section.

### 7. SERVICE TO ADVERTISERS:

**Availability of Reprints:** Address all inquiries to Dave Hughmanick, Phone: (410) 528-4077, Fax: (410) 528-4264; E-mail: [dhughman@lww.com](mailto:dhughman@lww.com).

**Supplement, Symposia Publishing, Single Sponsorship:** Address inquiries to Carol Bak; Phone: (410) 528-4163.

### 8. STAFF:

Editor: Eugene B. Brody, MD

Publisher: Maria McMichael

Advertising Sales Representative: Christine Arnold,

Phone: (410) 528-4106, Fax: (410) 528-4452;

E-mail: [carnold@lww.com](mailto:carnold@lww.com)

Production Associate: Randy Ezell,

Phone: (410) 528-8533, Fax: (410) 361-8016;

E-mail: [rezell@lww.com](mailto:rezell@lww.com)

Advertisers outside of the U.S. and Canada contact:

The Point of Difference, Phone: +44(0) 208-542-3200,

Fax: +44(0) 208-543-3810; E-mail: [pointofdiff@btinternet.com](mailto:pointofdiff@btinternet.com)

## **C** CIRCULATION

9. CIRCULATION: 1,148.

## **\$** RATES

10. RATES: (Effective January 2006).

Frequency	1 Page	1/2 Page	1/4 Page
1 x	\$630	\$435	\$310
6 x	580	395	275
12 x	545	370	255
24 x	525	360	250

### 11. COLOR:

	Per Page or Fraction
Standard Color:	\$575
Matched Color:	\$605
3-color, 4-color:	\$960

### 12. CLOSING DATE FOR SPACE:

Month	Space Reservations	Ad Material	Inserts Due
January	12/09	12/16	12/23
February	1/11	1/18	1/25
March	2/19	2/16	2/23
April	3/13	3/20	3/27
May	4/19	4/26	5/03
June	5/10	5/17	5/24
July	6/09	6/16	6/23
August	7/12	7/19	7/26
September	8/10	8/17	8/24
October	9/12	9/19	9/26
November	10/12	10/19	10/26
December	11/08	11/15	11/22

### 13. CORPORATE RATE PROGRAM:

LWW is pleased to offer a corporate discount that is based on prior year spending level. Discount structures and spending levels are as follows:

This discount is guaranteed for the calendar year and will be deducted off gross cost for each invoice. In the event that advertising dollars surpass the prior year's level, discounts will be prorated to reflect the increase for the current year. Each level must be achieved in its full face value for the corresponding discount to apply.

Prior Year Spending Level	Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000*	7.0%

\*An additional 0.25% discount will be offered for each additional \$250,000 achieved past the \$2.5 million dollar mark.

**14. INSERTS:**

- a. **2-Page:** 2.5 times earned B/W page rate.
- b. **4-Page:** 4.5 times earned B/W page rate.
- c. **6-Page:** 6.5 times earned B/W page rate.
- d. **8-Page:** 8.5 times earned B/W page rate.
- e. **Back-Up Rates Per Page:** one-half earned B/W rate.
- f. **Larger units, gate-folds, tip-ins, die cuts:** rates upon request.
- g. **Special handling charges, etc.:** for unusual insert handling, rates upon request.
- h. **Business Reply Cards:** earned B/W rate.
- i. **Larger Size Business Reply Cards:** 2 times earned B/W rate.

**15. COVER AND PREFERRED POSITION RATES:**

*Non-cancelable, 10% penalty applied.*

- a. Second cover: earned rate plus 25%
- b. Third cover: earned rate plus 25%
- c. Fourth cover: earned rate plus 50%
- d. Page facing second cover: earned rate plus 25%
- e. Page facing first text: earned rate plus 25%
- f. Page facing contents: earned rate plus 25%

**16. UNIQUE ADVERTISING OPPORTUNITIES:**

Journal Minder®, Wall Charts, Belly Bands, Patient Education Tablets, CD-Rom's, Banner Advertising. **Rates Upon Request.**

**17. SPECIAL POSITIONING:**

Rates upon request for unusual positioning.

**18. AGENCY COMMISSION: 15%.**

Color charges and position charges are commissionable. Insert charges are also commissionable (*excluding back-up charges*). All extra charges are non-commissionable.

**19.** Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.



**MECHANICAL REQUIREMENTS**

**20. JOURNAL TRIM SIZE:**

- a. Journal trims 3/16" off top, 1/8" bottom, gutter and outside edge.
- b. **Final trim size of publication is 8 1/8" x 10 7/8".**
- c. Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

**21. AD PAGE SIZES:**

<b>Page Size</b>	<b>NON-BLEED</b>	<b>BLEED</b>
Full Page	7" x 10"	8 3/8" x 11 1/8"
1/2 Page (Horizontal)	7" x 5"	8 3/8" x 5 1/2"
1/2 Page (Vertical)	3 1/2" x 10"	4 1/4" x 11 1/8"
1/4 Page	3 1/2" x 5"	

**22. TYPE OF BINDING:** Perfect.

**23. SUBMISSION OF ADS:**

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF/Acrobat 4.05 & 5.0; EPS or TIFF.

**Media Requirements:** ZIP 100/250 MB or CD-ROM.

**Electronic Transfer:** Internet-FTP. *Please contact your Production Associate prior to submitting a file via FTP or email.* Laser proof must accompany all digital file submissions. Ads must be complete and sized at 100%. Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded. Ads must be saved as high resolution for print publication (600 dpi for images containing pictures and text, 1200 dpi for black & white text) Four-color solids should not exceed SWOP density of 280%, maximum 300%. Convert all RGB to CMYK. Color ads must be accompanied by SWOP-certified proof (Chromalin/Matchprint, Kodak Approval Proof, IRIS, etc.) For additional digital submission information, please contact the Production Associate.

**24. PAPER STOCK:**

- a. Inside pages and covers: coated.
- b. 4-color process available.

**25. INSERT REQUIREMENTS:**

- a. **Sizes:** 2 page insert - 8 3/8" x 11 1/8"  
4 page insert - 8 3/8" x 11 1/8"  
Larger sizes upon request.
- b. Inserts to be supplied folded.
- c. **Trimming:** 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert.
- d. **Stock:** 70 lb. minimum, 100 lb. text maximum.
- e. **Quantity:** Consult Production Associate.
- f. **Copy Clearance:** All inserts subject to approval by Editor. Copy should be supplied to Production prior to printing inserts. Allow three weeks for approval.

**26. BUSINESS REPLY CARD REQUIREMENTS:**

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the Production Associate for minimum and maximum sizes, paper stock, and binding requirements.

**27. DISPOSITION OF REPRODUCTION MATERIAL:**

Ads are held for one year after date of last insertion and then destroyed, unless other disposition is required. Excess inserts will not be held after binding unless requested in writing.

**28. ADDRESSES:**

- a. Contracts and insertion orders to: Lippincott Williams & Wilkins, (*Journal of Nervous and Mental Disease* \_\_\_\_\_ issue), 351 West Camden Street, Baltimore, MD 21201, Attn: Christine Arnold, Phone (410) 528-4106, Fax (410) 528-4452, E-mail: carnold@lww.com.
- b. Other instructions, publication set copy, offsel material, and color proofs should be sent to: Lippincott Williams & Wilkins, Attn: Randy Ezell, (*Journal of Nervous and Mental Disease* \_\_\_\_\_ issue), 351 West Camden Street, Baltimore, MD 21201, Phone: (410) 528-8533; Fax: (410) 361-8016; E-mail: rezell@lww.com.
- c. Inserts should be sent to: Camden Science Press (*Journal of Nervous and Mental Disease* \_\_\_\_\_ issue), 300 W. Chestnut St., Ephrata, PA 17522, Attn.: Craig Fausnacht, Phone: (717) 738-9346; Fax: (717) 738-9413.