

Wolters Kluwer Health |  
Lippincott  
Williams & Wilkins

# THE AMERICAN JOURNAL OF Geriatric Psychiatry

Official Journal of the American Association for Geriatric Psychiatry

[www.AJGPonline.org](http://www.AJGPonline.org)

Published by **Lippincott Williams & Wilkins** • 351 West Camden Street • Baltimore, MD 21201-2436

**Advertising Sales Representative:** Kelly Adamitis • **Phone:** (215) 521-8402 • **Fax:** (215) 827-5806 • **E-mail:** [kelly.adamitis@wolterskluwer.com](mailto:kelly.adamitis@wolterskluwer.com)  
**Classified Sales Manager:** Taron Butler • **Phone:** (410) 361-8003/(800) 645-3658 • **Fax:** (410) 528-4452 • **E-Mail:** [taron.butler@wolterskluwer.com](mailto:taron.butler@wolterskluwer.com)

## GENERAL INFORMATION

### 1. ISSUANCE:

*Frequency:* Monthly.

*Mail class, mailing cover:* periodical postage, in wrappers.

*Mail date:* First of month of issue.

### 2. ESTABLISHED: 1993.

### 3. ORGANIZATION AFFILIATION:

American Association for Geriatric Psychiatry.

### 4. BONUS DISTRIBUTION ISSUES:

AAGP Annual Meeting (March), AMDA Annual Meeting (March), APA Annual Meeting (May), AGS Annual Meeting (May), Institute on Psychiatric Services (October), Gerontological Society of America (November), Society for Neuroscience (October), U.S. Psychiatry & Mental Health Congress (November).

### 5. EDITORIAL:

*The American Journal of Geriatric Psychiatry* is a leading source of information for the rapidly developing subspecialty of geriatric psychiatry. Topics include the diagnosis and classification of psychiatric disorders in later life, psychopharmacology, and other somatic treatments in geriatric psychiatry. Book reviews and letters to the editor are also included. **Special topic issues have included:** Anxiety, Epidemiology, Sleep Disorders, Mild Cognitive Impairment, Nursing Home Psychiatry, Neuroendocrine and Stress, Psychotropic Drugs, Delirium.

### 6. IMPACT FACTOR:

According to ISI's 2007 Journal Citation Report, *The American Journal of Geriatric Psychiatry* (AJGP) has an impact factor of 3.498, which ranks it 27th among 94 journals in psychiatry and 8th among 31 geriatric/gerontology journals. When compared with the other top journals in psychiatry, AJGP is the #1 publication dedicated to geriatric psychiatry.

### 7. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

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

### 8. PLACEMENT POLICY OF ADVERTISING:

Precedes and follows editorial section.

### 9. SERVICE TO ADVERTISERS:

a. All requests for limited use or copying of editorial material must be submitted to the publisher for permission.

b. *Availability of Reprints:* Address all inquiries to Vian Holland, Phone: (410) 528-4556, E-Mail: [vian.holland@wolterskluwer.com](mailto:vian.holland@wolterskluwer.com)

### 10. STAFF:

Editor: Dilip V. Jeste, MD

Publisher: Terry Materese

Advertising Sales Representative: Kelly Adamitis,

Phone: (215) 521-8402, Fax: (215) 827-5806;

E-Mail: [kelly.adamitis@wolterskluwer.com](mailto:kelly.adamitis@wolterskluwer.com)

Classified Sales Manager: Taron Butler,

Phone: (410) 361-8003/(800) 645-3658; Fax: (410) 528-4452;

E-Mail: [taron.butler@wolterskluwer.com](mailto:taron.butler@wolterskluwer.com)

Production Associate: Lisa Folden,

Phone: (410) 528-4378, Fax: (443) 451-8139,

E-mail: [lisa.folden@wolterskluwer.com](mailto:lisa.folden@wolterskluwer.com)

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

The Point of Difference, Phone: +44 (0)20 8542 3200,

Fax: +44 (0)20 8543 3810, E-mail: [pointofdiff@btinternet.com](mailto:pointofdiff@btinternet.com)

## CIRCULATION

11. CIRCULATION: 2,074.

## RATES

12. RATES (Effective January 2009):

Frequency	1 Page	1/2 Page	1/4 Page
1 x	\$1,165	\$845	\$710
3 x	1,090	780	640
6 x	1,020	705	565
12 x	955	640	495
24 x	870	585	455
36 x	845	550	435
48 x	795	515	405
60 x	775	495	400

13. COLOR (Per Page or Fraction):

One Color Process:	\$960	Metallic color:	\$1,235
PMS Color:	\$1,100	3-color, 4-color:	\$1,920

14. CLOSING DATE FOR SPACE:

Month	Space Reservations	Ad Material	Inserts Due
January	11/24	12/02	12/11
February	12/29	1/05	1/14
<b>March</b>	<b>1/27</b>	<b>2/02</b>	<b>2/11</b>
April	2/27	3/05	3/16
<b>May</b>	<b>3/31</b>	<b>4/06</b>	<b>4/15</b>
June	4/29	5/05	5/14
July	5/29	6/04	6/15
August	6/30	7/07	7/16
September	7/30	8/05	8/14
<b>October</b>	<b>8/28</b>	<b>9/03</b>	<b>9/15</b>
<b>November</b>	<b>9/30</b>	<b>10/06</b>	<b>10/15</b>
December	10/29	11/04	11/13

Cancellations cannot be accepted later than one week after space reservation date.

Publication set copy, one week before closing date for space.

Contact Classified Sales Representative for classified advertising closing dates.

**15. 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:

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%

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.

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

**16. 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. **10-page:** 10.5 times earned B/W page rate.
- f. **Back-up rates per page:** one-half earned B/W rate.
- g. **Larger units, gate-folds, tip-ins, die cuts:** rates upon request.
- h. **Special handling charges, etc.:** for unusual insert handling, rates upon request.
- i. **Business reply cards:** earned B/W rate.
- j. **Larger size business reply cards:** 2 times earned B/W rate.

**17. COVER AND PREFERRED POSITION RATES**

(non-cancelable, 10% penalty applied):

- a. **2nd cover:** earned rate plus 35%
- b. **3rd cover:** earned rate plus 25%
- c. **4th cover:** earned rate plus 50%
- d. **Page facing first text:** earned rate plus 25%
- e. **Opposite table of contents:** earned rate plus 25%

**18. SPECIAL POSITIONING:**

Rates upon request for unusual positioning.

**19. 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.

**20.** 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**

**21. JOURNAL TRIM SIZE: 8 1/8" x 10 7/8"**

- a. Journal trims 3/16" off top, 1/8" bottom, gutter and outside edge.
- b. 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.

**22. AD PAGE SIZES:**

Page Size	NON-BLEED		BLEED	
	Width	Height	Width	Height
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"		

**23. TYPE OF BINDING:** Perfect.

**24. SUBMISSION OF ADS:** We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is: PDF/X1-a: Adobe Acrobat 6.0 + up. **Media Requirements:** CD-ROM. **Electronic Transfer:** Internet, FTP. **Please contact your Production Associate prior to submitting a file via FTP or e-mail.** • Laser proof must accompany all digital file submissions • Ads must be complete and sized at 100% (Confirm final trim size of journal) • Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side) • All fonts and graphics must be embedded; Type 1 fonts are recommended • Ads must be saved as high resolution for print publication (Between 266 and 400 dpi for images containing pictures and text, 900-1200 dpi for black & white text) • Four-color solids should not exceed SWOP density of 280%; maximum density of 300%. • Convert all RGB to CMYK • Color ads must be accompanied by SWOP-certified proof (Kodak Approval, IRIS, etc.) • **For additional digital submission information, including distiller options for PDF files, please visit our web site at:**

<http://www.lww.com/resources/advertisers/guidelines.html>

If you need additional help or have a question not covered, refer to <http://www.ddap.org> (**Digital Distribution of Advertising for Publications**) for more information on digital ad file preparation and submission.

**25. PAPER STOCK:**

- a. Inside Pages and Covers: Coated.
- b. 4/Color process available.

**26. INSERT REQUIREMENTS:**

- a. **Sizes:** All inserts - 8 3/8" x 11 1/8"; larger sizes upon request.
- b. Multiple-Leaf 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. text weight maximum for single leaf; 100 lb. text weight maximum for multiple leaf.
- e. **Quantity:** Consult Production Associate.
- f. **Copy clearance:** All inserts subject to approval by Editor. Copy should be supplied to Ad Production Department prior to printing inserts. Allow three weeks for approval.

**27. 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.

**28. DISPOSITION OF REPRODUCTION MATERIAL:**

Destroyed after one year.

**29. ADDRESSES:**

- a. Contracts and insertion orders should be sent to: Lippincott Williams & Wilkins, Attn: Kelly Adamitis, *The American Journal of Geriatric Psychiatry* (Month), 530 Walnut Street, Philadelphia, PA 19106-3621, Phone: (215) 521-8402; Fax: (215) 827-5806; E-Mail: [kelly.adamitis@wolterskluwer.com](mailto:kelly.adamitis@wolterskluwer.com).
- b. Offset material and color proofs to: Lippincott Williams & Wilkins, Attn: Lisa Folden, *The American Journal of Geriatric Psychiatry* (Month), 351 W. Camden Street, Baltimore, MD 21201, Phone: (410) 528-4378, Fax: (443) 451-8139, E-mail: [lisa.folden@wolterskluwer.com](mailto:lisa.folden@wolterskluwer.com).
- c. Send all inserts to: George H. Buchanan Printing, *The American Journal of Geriatric Psychiatry* (Month and Quantity), 2 Mallard Court, Bridgeport, NJ 08014, Attn.: Ken Donaberger, Phone: (856) 241-3960 ext. 105; Fax: (856) 241-8999.