Journal Information

Print

Circulation: 2,565

Frequency: Monthly

Online

journals.sagepub.com/home/cpa

Advertising Rates & Information

Closing dates for print advertising

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<th>Issue</th>
<th>Space reservations</th>
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Print advertising rates -US

Black and white rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$ 3,080</td>
<td>$ 2,989</td>
<td>$ 2,598</td>
<td>$ 2,470</td>
<td>$ 2,223</td>
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<tr>
<td>½ page</td>
<td>$ 2,460</td>
<td>$ 2,415</td>
<td>$ 2,100</td>
<td>$ 1,995</td>
<td>$ 1,795</td>
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<tr>
<td>¼ page</td>
<td>$ 1,475</td>
<td>$ 1,450</td>
<td>$ 1,260</td>
<td>$ 1,195</td>
<td>$ 1,075</td>
</tr>
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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)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
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Other Promotional Opportunities

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

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.

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Website Banner Advertising:
Interact with your audience online with a banner ad placed on a journal’s website.
- 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

High Impact Banner Solutions:
Enhance your digital advertising with these rich media options
- Video, Scrolling, and Expandable Options
- Interstitial Banner Ad
- Sticky Banner

Other Digital Solutions:
- Email Marketing: eTocs and OnlineFirst Alert Sponsorships
- Webinars: a custom digital event package that includes promotion and event hosting
- Microsites: 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

See our Digital Advertising Ratecard or visit https://us.sagepub.com/en-us/nam/sage-digital-advertising for more information.

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.

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<tr>
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General Instructions
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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 Insets:
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For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

DIGITAL ADVERTISING DISCLAIMER:
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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
Phone: (805) 490-7420
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

FOR ARTWORK DELIVERY
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
E-mail: advertising@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: (800) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

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- Frequency: Monthly

**Online**
- [journals.sagepub.com/home/cpa](http://journals.sagepub.com/home/cpa)

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**Print advertising rates -Canada**

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<tr>
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<td>$3,975</td>
<td>$3,857</td>
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<td>½ page</td>
<td>$3,175</td>
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**COLOUR RATES:** Full page 4-Color charge (in addition to B&W rate above) .............$1,235

**AGENCY COMMISSION:** 15%

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

- Inside Front Cover............ Earned B&W rate + 35%  
- Inside Back Cover.............. Earned B&W rate + 25%  
- Facing Table of Contents Earned B&W rate + 30%  
- Facing Front Page.............. Earned B&W rate + 25%  
- Back Cover..................... Earned B&W rate + 50%  
- Other Specified Positions Earned B&W rate + 15%

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**Other Promotional Opportunities**

- Belly band
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