Advertising Rates And Specifications - 2020

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: Lakshmi N. Yatham, MBBS, FRCPC, MRCPsych, MBA

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: 2,565
Frequency: Monthly

Online

journals.sagepub.com/home/cpa

Advertising Rates & Information

Closing dates for print advertising

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Print advertising rates - US

Black and white rates

<table>
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<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>
</tr>
<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>
</tr>
<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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</table>

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.

COLOUR RATES: Full page 4-Colour 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
**Digital Advertising**

**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


**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.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
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<tbody>
<tr>
<td>Full page</td>
<td>8x10.5</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.75 x 10.5</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8 x 5</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.75 x 5</td>
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**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 colour or grayscale images and 900-1200 dpi for line art (1-bit) images. All colour files must be created and submitted to publisher in CMYK colour mode. Publisher will convert ads submitted in RGB but is not responsible for colour reproduction on these ads. 2-colour 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**

**Colour 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 colour. Any omissions or colour 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 ¼” 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
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

**FOR 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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High Impact Banner Solutions:
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<td>$3,975</td>
<td>$3,857</td>
<td>$3,353</td>
<td>$3,188</td>
<td>$2,869</td>
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<tr>
<td>½ page</td>
<td>$3,175</td>
<td>$3,115</td>
<td>$2,710</td>
<td>$2,575</td>
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for more information.