

transactions
Newsletter of the Philadelphia Psychiatric Society

The Philadelphia Psychiatric Society newsletter, *transactions*, is a professional society e-newsletter published twice per year. Its purpose is to serve as a source of news and information on issues of importance to our membership.

Circulation

The newsletter is sent electronically to all members of the Philadelphia Psychiatric Society (approximately 900 physicians in the Delaware Valley region).

Publication Issues

Spring issue: Copy and payment for all advertisements are due **February 22, 2018**.

Fall issue: Copy and payment for all advertisements are due **October 18, 2018**.

Advertising Contact

Phone: (888) 723-2501

E-mail: philapsych@papsych.org



Advertising Policy

Advertising accepted in *transactions* will be subject to the following guidelines:

- All advertisements submitted for publication in *transactions* must adhere to the American Psychiatric Association's guidelines on advertising.
- Advertising that simulates reading matter will be plainly marked "advertisement" in a type line above or below the insertion, in accordance with postal regulations.
- Cancellations will not be accepted after the closing date. Pre-payment for display advertisements must be submitted with completed advertising contract. Any outstanding payments must be brought up to date before any new advertising will be inserted.
- The Philadelphia Psychiatric Society is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in *transactions*.
- The Philadelphia Psychiatric Society reserves the right to determine the placement of all advertisements.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue unless we have not received new copy by the issue deadline.
- The Philadelphia Psychiatric Society reserves the right to refuse any material submitted for publication that the editor deems unsuitable or not in keeping with the tone of the publication.
- The Philadelphia Psychiatric Society reserves the right to limit the number of advertisements included in an issue.
- Payment for ads rejected due to content or space limitations will be returned to the advertisers.

2018 Rate Schedule

Classified Ads:

Billed upon publication.

***Rates:**

50 words or less	\$50
51-100 words	\$75
101-150 words	\$110
150-200 words	\$135
201 words or more	\$165

**Note: Abbreviated titles, such as MD, phone numbers, email, and website addresses count as one word. No charge for punctuation.*

Display Ads:

***Rates: (per insertion)**

Number of Insertions

	1	2
Full Page Ad (7 1/2" x 10")	\$500	\$400
1/2 Page – Horizontal (7 1/4 " x 4 11/16")	\$300	\$240
1/2 Page – Vertical (3 1/2" x 9 5/8")	\$300	\$240
1/3 Page – Horizontal (2 5/16" x 9 5/8")	\$200	\$160
1/3 Page – Vertical (7 1/4 " x 3 1/4")	\$200	\$160
1/4 Page – Horizontal (7 1/2" x 2 3/16")	\$150	\$120
1/4 Page – Vertical (3 1/2" x 4 11/16")	\$150	\$120

Requirements:

- Payment should accompany display ads.
- Email files to philapsych@papsych.org.
- Acceptable file formats are .jpg, .png, or .eps only. Please be sure ads are set at the correct size and color and that any files submitted are high resolution (300 DPI or higher) and set at 100% size.
- Camera ready artwork can be submitted. Submit flat, not folded. Do not fax.

Proof of publication will be sent to the advertiser or to the agency.

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2018 Advertising Contract

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

<p><u>Classified Ads</u></p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> 50 words or less</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td><input type="checkbox"/> 51-100 words</td> <td style="text-align: right;">\$75</td> </tr> <tr> <td><input type="checkbox"/> 101-150 words</td> <td style="text-align: right;">\$110</td> </tr> <tr> <td><input type="checkbox"/> 150-200 words</td> <td style="text-align: right;">\$135</td> </tr> <tr> <td><input type="checkbox"/> 201 words or more</td> <td style="text-align: right;">\$165</td> </tr> </table> <p>Note: Abbreviated titles, such as MD, phone numbers, email, and website addresses count as one word. No charge for punctuation.</p>	<input type="checkbox"/> 50 words or less	\$50	<input type="checkbox"/> 51-100 words	\$75	<input type="checkbox"/> 101-150 words	\$110	<input type="checkbox"/> 150-200 words	\$135	<input type="checkbox"/> 201 words or more	\$165	<p><u>Display Ads</u> (camera read only)</p> <p>Please check size of ad desired</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Full Page Ad (7 1/2" x 10")</td> <td style="text-align: right;">\$500</td> </tr> <tr> <td><input type="checkbox"/> 1/2 Page – Horizontal (7 1/4 " x 4 11/16")</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td><input type="checkbox"/> 1/2 Page – Vertical (3 1/2" x 9 5/8")</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td><input type="checkbox"/> 1/3 Page – Horizontal (2 5/16" x 9 5/8 ")</td> <td style="text-align: right;">\$200</td> </tr> <tr> <td><input type="checkbox"/> 1/3 Page – Vertical (7 1/4 " x 3 1/4")</td> <td style="text-align: right;">\$200</td> </tr> <tr> <td><input type="checkbox"/> 1/4 Page – Horizontal (7 1/2" x 2 3/16")</td> <td style="text-align: right;">\$150</td> </tr> <tr> <td><input type="checkbox"/> 1/4 Page – Vertical (3 1/2" x 4 11/16")</td> <td style="text-align: right;">\$150</td> </tr> </table>	<input type="checkbox"/> Full Page Ad (7 1/2" x 10")	\$500	<input type="checkbox"/> 1/2 Page – Horizontal (7 1/4 " x 4 11/16")	\$300	<input type="checkbox"/> 1/2 Page – Vertical (3 1/2" x 9 5/8")	\$300	<input type="checkbox"/> 1/3 Page – Horizontal (2 5/16" x 9 5/8 ")	\$200	<input type="checkbox"/> 1/3 Page – Vertical (7 1/4 " x 3 1/4")	\$200	<input type="checkbox"/> 1/4 Page – Horizontal (7 1/2" x 2 3/16")	\$150	<input type="checkbox"/> 1/4 Page – Vertical (3 1/2" x 4 11/16")	\$150
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<p><u>Type of Ad</u></p> <p><input type="checkbox"/> New Ad</p> <p><input type="checkbox"/> Repeat ad from previous issue</p>	<p><u>Issue to Run Ad</u> (please check all that apply)</p> <p>Publication dates</p> <p><input type="checkbox"/> Spring</p> <p><input type="checkbox"/> Fall</p>																								
<p><u>Payment Method</u></p> <p><input type="checkbox"/> Check (payable to: Philadelphia Psychiatric Society)</p> <p><input type="checkbox"/> Credit Card: VISA MasterCard Discover</p> <p>Card Number: _____ Expiration Date: _____</p> <p>Name on Card: _____ CVV2 Code: _____ (3 or 4-digit code on back of card)</p> <p>Billing Address of the Card: _____</p> <p>Total Amount Enclosed: \$ _____ Date: _____</p>																									
<p><i>Submission of copy constitutes acceptance of the advertising policies of the Philadelphia Psychiatric Society. Proof of publication will be provided. When signed, this is a legally binding contract with cancellation at the discretion of the Philadelphia Psychiatric Society.</i></p> <p>_____</p> <p>(Signature of Advertiser)</p>	<p>Mail to: Philadelphia Psychiatric Society 777 East Park Drive, PO Box 8820 Harrisburg, PA 17105-8820 (888) 723-2501 ☎Fax (717) 558-7841 Email: philapsych@papsych.org</p>																								