

### Staff



#### Advertising Sales Office:

7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
Phone: (973) 206-3434 • Fax: (973) 206-9378  
www.neuropsychiatryreviews.com

#### Sales/Publishing Staff:

##### Vice President/Group Publisher: Steve Svec

(973) 206-2342 • Fax (973) 206-9378 • steve.svec@qhc.com

##### Associate Publisher: Chad Holloway

(973) 206-2328 • Fax (973) 206-9378 • chad.holloway@qhc.com

##### Vice President/Group Editor: Glenn S. Williams

(973) 206-2343 • Fax (973) 206-9251 • glenn.williams@qhc.com

##### Corporate Circulation Director: Donna Sickles

(973) 206-8005 • Fax (973) 206-9378 • donna.sickles@qhc.com

##### Director, Marketing Research: Lori Raskin

(973) 206-8013 • Fax (973) 206-9378 • lori.raskin@qhc.com

#### Marketing & Promotion Manager: Wendy Kaletcher

(973) 206-8964 • Fax (973) 206-9378 • wendy.kaletcher@qhc.com

#### Production Manager: Allison Gabriele

(973) 206-2344 • Fax (973) 206-9535 • allison.gabriele@qhc.com

#### Contracts/Insertion Orders:

##### Media Rates and Billing: Kathleen Corbett

(973) 206-8022 • Fax (973) 206-9378 • kathy.corbett@qhc.com

##### Administrative Assistant: Vanessa Hernandez

(973) 206-2318 • Fax (973) 206-9378 • vanessa.hernandez@qhc.com

#### Classified Advertising Representatives:

##### Valley Forge Publishing

(800) 983-7737 • Fax: (610) 854-3780

#### Executive Staff:

President/CEO: Stephen Stoneburn



### Rates

#### 1. Effective Date and Discounts:

**a. Effective rate date:** January 2008

**b. Agency commission and cash discount:** Fifteen percent of gross billing on space, color, cover, and preferred charges. Withdrawn on accounts not paid within 30 days of invoice date. No cash discount. A finance charge of 1.5% per month will be applied to all past due invoices.

**c. Rate subject to change with 90 days' notice:** Contracts accepted with understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

#### 2. Earned Rates:

**a. Full run:** Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning January 2008 and ending December 2008. The earned rate is determined by the number of insertions. A full page and fractional pages count as single insertions. Each page charged for an insert counts as one insertion. Each demographic or regional page counts as an insertion toward full-run earned rate.

**b. Business Reply Cards:** BRCs are available on a limited basis. The BRC will count toward the advertiser's frequency rate. BRCs must be accompanied by a minimum of a Jr page ad. Charge: \$4,745

#### c. Incentive Programs:

##### Combination Frequency Program:

All of an advertiser's (individual parent companies and their subsidiaries) pages/insertions of *NeuroPsychiatry Reviews*™ and *Neurology Reviews*® are combined to determine the earned rate. Highest earned frequency available is 180x.

#### NeuroPsychiatry Reviews™ Continuity Program:

Available to all advertisers on an individual product schedule basis during the 2008 calendar or fiscal year. Any advertiser placing more than eight insertions in the 2008 calendar or fiscal year, not necessarily consecutive, for the same product will be entitled to the Continuity Program discount (excluding free or discounted Double Dip insertions). The discount will apply to all charges, including color, position premiums, and mechanical costs on split runs.

If a new product launches after April (or the fourth month of the fiscal year), it will qualify for a 3% discount on all total gross charges as long as it runs in every issue for the remainder of the current year.

In 2008, qualified advertisers will be able to choose which of these two options they prefer for taking the discount during the year:

##### Option 1: Save As You Go Plan

Qualified advertisers will earn a 25% discount off each invoice after eighth insertion, which is the equivalent of getting the 12th insertion for free!

##### Option 2: Flat Plan

Qualified advertisers may take a "flat" monthly discount beginning in January based on the following scale:

9 Insertions:	5%
10 Insertions:	6%
11 Insertions:	7%
12 Insertions:	10%

If, at the end of the year, an advertiser earns a discount higher/lower than what was credited monthly, a credit/short rate will be issued. Advertisers choosing the Flat Plan must request this option prior to the January 2008 billing.

# Rates *continued*

NeuroPsychiatry Reviews™ 2008 Black and White Rates														
Frequency	1X	6X	12X	18X	24X	36X	48X	60X	72X	84X	96X	120X	144X	180X
King size page	\$5,560	\$5,395	\$4,895	\$4,785	\$4,670	\$4,565	\$4,400	\$4,285	\$4,170	\$4,115	\$4,065	\$3,950	\$3,840	\$3,725
King 3/4 page	5,310	5,150	4,670	4,570	4,460	4,345	4,195	4,090	3,980	3,925	3,880	3,770	3,665	3,560
King 1/2 page	3,780	3,665	3,330	3,255	3,170	3,105	2,985	2,915	2,835	2,795	2,765	2,685	2,605	2,535
Jr page	3,795	3,685	3,340	3,265	3,195	3,115	3,000	2,925	2,850	2,810	2,775	2,700	2,615	2,550
Jr 2/3 page	3,025	2,935	2,665	2,600	2,545	2,475	2,390	2,335	2,265	2,240	2,205	2,155	2,085	2,030
Jr 1/2 page	2,725	2,635	2,395	2,345	2,285	2,235	2,155	2,090	2,045	2,020	1,990	1,930	1,875	1,825
Jr 1/3 page	2,180	2,110	1,915	1,870	1,830	1,790	1,720	1,680	1,635	1,610	1,590	1,545	1,505	1,465

NeuroPsychiatry Reviews™ 2008 Insert Rates														
Frequency	1X	6X	12X	18X	24X	36X	48X	60X	72X	84X	96X	120X	144X	180X
2 page insert	\$12,070	\$11,740	\$10,740	\$10,520	\$10,290	\$10,080	\$9,750	\$9,520	\$9,290	\$9,180	\$9,080	\$8,850	\$8,630	\$8,400
4 page insert	23,190	22,530	20,530	20,090	19,630	19,210	18,550	18,090	17,630	17,410	17,210	16,750	16,310	15,850
6 page insert	34,310	33,320	30,320	29,660	28,970	28,340	27,350	26,660	25,970	25,640	25,340	24,650	23,990	23,300
8 page insert	45,430	44,110	40,110	39,230	38,310	37,470	36,150	35,230	34,310	33,870	33,470	32,550	31,670	30,750
10 page insert	56,550	54,900	49,900	48,800	47,650	46,600	44,950	43,800	42,650	42,100	41,600	40,450	39,350	38,200
2 page island insert	8,540	8,320	7,630	7,480	7,340	7,180	6,950	6,800	6,650	6,570	6,500	6,350	6,180	6,050
4 page island insert	16,130	15,690	14,310	14,010	13,730	13,410	12,950	12,650	12,350	12,190	12,050	11,750	11,410	11,150
6 page island insert	23,720	23,060	20,990	20,540	20,120	19,640	18,950	18,500	18,050	17,810	17,600	17,150	16,640	16,250
8 page island insert	31,310	30,430	27,670	27,070	26,510	25,870	24,950	24,350	23,750	23,430	23,150	22,550	21,870	21,350
10 page island insert	38,900	37,800	34,350	33,600	32,900	32,100	30,950	30,200	29,450	29,050	28,700	27,950	27,100	26,450

NeuroPsychiatry Reviews™ 2008 Multi-Page Tabloid Size Ad Units—ROB Rates (Includes 4-Color)													
<i>Neuropsychiatry Reviews™</i> will convert any four pages and above of A-size film or insert material into full-size tabloid pages at no additional charge. Rates are available for King-size inserts, as well. These reduced rates enable advertisers to have a powerful impact at substantial savings.													
Frequency	12X	18X	24X	36X	48X	60X	72X	84X	96X	120X	144X	180X	
4 King pages	\$21,280	\$20,810	\$20,315	\$19,845	\$19,130	\$18,635	\$18,145	\$17,900	\$17,675	\$17,180	\$16,710	\$16,195	
6 King pages	31,920	31,215	30,475	29,770	28,695	27,955	27,215	26,845	26,510	25,770	25,065	24,295	
8 King pages	42,560	41,620	40,635	39,695	38,260	37,275	36,290	35,795	35,345	34,360	33,420	32,390	
10 King pages	53,200	52,025	50,790	49,615	47,825	46,590	45,360	44,745	44,185	42,950	41,775	40,490	

### New Launch Discount:

This discount will apply to any new product, indication, or formulation launch. Qualified products will receive a free second insertion in the fourth issue of the launch (not including any prelaunch period). The free insertion will apply to any unit of equal or smaller size to the first ad running in that issue (insert advertisers will need to supply a quantity sufficient for the second hit). The free insertion will not be applied to the earned frequency or Continuity Program discounts. For advertisers launching after September, this program can be carried over to the following calendar year.

### Double Dip Program:

Any product running two full-run ad units in the same issue will earn the Double Dip discount. The discount will apply to the ad unit of equal or smaller size to the first ad running in the issue. The "second" unit will be billed at 50% of the total gross cost of the ad. Once again, the discount will apply to all charges, including color and position premiums. The discounted "Double Dip" unit will count towards the earned frequency at half of the actual unit size. For example, if the discounted unit is a four-page ad, a 2x credit will be applied to the advertiser's earned frequency. The second unit will not count towards the Continuity Program discount.

### Quadrant Corporate Discount:

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2008. Full year 2007 NET spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2008. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discounts are: →

2007 NET Spending	Earned 2008 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

### Order of Discount Calculations as Applicable:

1. Combination frequency
2. Combination buy
3. Other journal discounts applied individually
4. Corporate discount
5. Agency discount

## Rates *continued*

### Quadrant Prepayment Plan:

Quadrant HealthCom Inc. offers an optional prepayment program. Contact Steve Svec, Vice President/Group Publisher, (973) 206-2342, for additional details.

### 3. Color:

In addition to earned B&W rates, color rates are per page and apply to full or partial pages.

4 color process	\$1,770
2 color standard	\$1,055
2 color matched	\$1,255
Metallic	\$1,455
4 color process & metallic	\$3,225
5 color process	\$3,025
6 color process	\$4,280

### 4. Bleed: No charge

### 5. Covers and Positions:

#### a. Covers:

Cover 2 (King size only): 25% above earned B/W rate, plus color  
Cover 4 (King size only): 50% above earned B/W rate, plus color

#### b. Positions:

Page 5 (1st ad in): 10% above earned B/W rate, plus color  
Center spread: 15% above earned B/W rate, plus color

### 6. Classified Rates:

#### Valley Forge Publishing Group

Contact: Tim LaPella or Shannon Atene

Tel: (866) 312-8805 x 138 (LaPella) • (866) 312-8805 x 159 (Atene)

Fax: (610) 854-3780

## Insert Information

### 7. Availability:

2–10 page inserts. Larger units, gatefolds, and die-cuts are also available, upon publisher approval.

### 8. Sizes and Specifications:

 (inserts more than 2 pages must be supplied folded)

#### For King-size (Tabloid) inserts:

11" × 13-3/4"

Trimming: 1/8" off head, foot, and face

#### For Junior (A-sized) inserts:

7-3/4" × 10-1/2"

Trimming: 1/8" off foot

**Type of Binding:** Saddle-stitched, inserts jog to foot.

**Stock:** 70# minimum, 80# maximum, although heavier stock may be accepted upon publisher review.

**Quantity:** 43,000 inserts per issue (includes spoilage).

**Insert Deadline:** Please see grid below.

**Shipping:** *NeuroPsychiatry Reviews*™ (issue date and quantity)

c/o RR Donnelley & Sons, Inc.

Route 251 South and 4099 Road (Elijan Road)

Mendota, IL 61342

Attn: Vickie Cuevas • Phone: (815) 539-1240

## Issuance and Closing

### 9. Frequency: Monthly

Issue Month	Closing Date	Materials Due	Inserts Due	Mail Date	Issue Month	Closing Date	Materials Due	Inserts Due	Mail Date
January	12/5/2007	12/14/2007	1/3/2008	1/16/2008	July	6/5/2008	6/13/2008	7/2/2008	7/15/2008
February	1/4/2008	1/15/2008	2/1/2008	2/14/2008	August	7/4/2008	7/16/2008	8/4/2008	8/15/2008
March	2/5/2008	2/15/2008	3/3/2008	3/14/2008	September	8/6/2008	8/15/2008	9/3/2008	9/16/2008
April	3/5/2008	3/14/2008	4/2/2008	4/15/2008	October	9/5/2008	9/15/2008	10/1/2008	10/14/2008
May*	4/4/2008	4/15/2008	5/8/2008	5/21/2008	November	10/3/2008	10/15/2008	11/3/2008	11/14/2008
June	5/7/2008	5/15/2008	6/4/2008	6/17/2008	December	11/5/2008	11/14/2008	12/3/2008	12/16/2008

\*Bonus distribution at APA conference.

## Editorial

### 10. General Editorial Direction:

*Neuropsychiatry Reviews*™ is a clinical news tabloid devoted to reporting the latest research findings being presented at national medical conferences and in trend-setting peer-review journals. With concise news articles and timely department features, *Neuropsychiatry Reviews*™ keeps psychiatrists abreast of the latest news and information related to the biological basis of psychiatry and the psychiatric ramifications of disorders of the central nervous system. Reports from conferences, expert interviews, and clinical news articles are major features in every issue.

### 11. Average Issue Information:

**a. Average number of feature articles per issue:** 10–12, plus 4–5 departments

**b. Average article length:** 800 words

**c. Editorial departments:** News Roundup, Clinical Trial Digest, Literature Monitor, Conference News Update, Tips for Patients, and the Photographic History of Neuropsychiatry.

### 12. Origin of Editorial Content:

**a. Staff-written:** 90%

**b. Solicited:** 5%

**c. Submitted:** 5%

**d. Articles or abstracts from meetings or other publications:** 75%

**e. Peer review:** All reports from meetings are sent to presenters for their review prior to publication.

### 13. Index: NA

### 14. Established: February 2000

# Circulation

## 15. Description of Circulation Parameters:

*Neuropsychiatry Reviews*™ serves physicians and osteopathic physicians specializing in Psychiatry as well as a limited number of other specialties. Qualified recipients are physicians and osteopathic physicians in the following specialties: Psychiatry, Child Psychiatry, and physicians with a secondary interest in preceding specialties.

## 16. Demographic Selection Criteria:

- a. **Age:** Not applicable
- b. **Prescribing:** Not applicable
- c. **Circulation distribution:** 100% Controlled
- d. **Paid information:** Total 4
- e. **For Subscription rates, contact:** 1-800-480-4851

## 17. Circulation Verification:

- a. **Audit:** BPA®
- b. **Mailing house:** Direct Medical Data

## 18. Coverage:

- a. **Have any specialties been combined in the grid?** Yes
- b. **Date and source of breakdown:** July 2007 issue, BPA®

**Circulation Breakdown:** Office-based MD and DO, hospital based includes "other" unclassified professional activity.

Physicians	Office-Based	Hospital-Based	Total
Child Psychiatry	4,910	1,335	6,245
Psychiatry	23,705	7,672	31,377
Other Specialties	339	57	396
Subtotal Physicians			38,018
Nurse Practitioners			2,130
Physician Assistants			143
<b>Total</b>			<b>40,291</b>

# General Information

## 19. Requirements for advertising acceptance:

Professional and nonprofessional products or services are accepted provided they are in harmony with the policy of service to the medical profession and subject to Publisher approval. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our rate card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

## 20. New Product Release:

Available; please submit to editor.

## 21. Editorial Research:

Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board research.

## 22. Ad Format and Placement Policy:

- a. **Format:**
  - 1. Between articles? Yes
  - 2. Welled? No
  - 3. Stacked? No
  - 4. Within articles? Yes
  - 5. Are ads rotated? Yes

## 23. Ad/Edit Ratio Information:

Advertising to Edit Ratio: 55/45

## 24. Services:

- a. **Ad studies:** None available
- b. **Availability of mailing list:** No
- c. **Other services:**
  - Editorial Reprints
  - Special supplements can be provided if editorial matter is approved by *Neuropsychiatry Reviews*™'s Editorial Board.

# Mechanical Specifications

## 25. Ad Sizes and Bleed Sizes:

- a. **Publication Trim Size:** 10-7/8" x 13-1/2"
- b. **Hold Live Matter:** 5/8" from all trim-size edges

Bleed Sizes	Width	Depth	Non-bleed Sizes	Width	Depth
King page	11-1/8" X	13-3/4"	King page	10-1/4" X	12-3/4"
King spread	22" X	13-3/4"	King spread	21" X	12-3/4"
King 3/4 spread	15-3/4" X	10-1/2"	King 3/4 Ver	7" X	12-3/4"
Jr page	8" X	10-1/2"	King 3/4 Spread	15-1/8" X	9-7/8"
Jr page spread	15-3/4" X	10-1/2"	King 1/2 Ver	5" X	12-3/4"
			Jr page (A-size)	7" X	9-3/4"
			Jr page spread	15" X	9-3/4"
			Jr 2/3 page Ver	4-7/8" X	9-3/4"
			Jr 1/2 page Ver	3-1/2" X	9-3/4"
			Jr 1/3 page Ver	2-3/8" X	9-3/4"

## 26. Paper Stock:

**Inside Pages:** 45# coated stock  
**Cover:** 60# coated stock

## 27. Type of Binding:

Saddle-stitched

## 28. Reproduction Requirements:

- a. Follow Specifications for Web Offset Publications (SWOP) guidelines.
- b. 133-line screen recommended.
- c. Maximum density 280%. Body and cover printed heat-set web offset.

## 29. Accepted Materials: Electronic Files:

PDFx1a, PDF, InDesign. Digital contract color proof required.

## 30. Materials Policy:

Materials, including inserts, film and electronic files, will be held for 1 year from date of last insertion and then destroyed.  
**Send reproduction material to:**  
*NeuroPsychiatry Reviews*™  
 Quadrant HealthCom Inc.  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054-4609  
 Attn: Allison Gabriele  
 (973) 206-2344 • Fax: (973) 206-9535