

### 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:

**Group Publisher:** Eileen R. Henry-Hubert  
 (973) 206-2342 • Fax (973) 206-9378 • eileen.hubert@qhc.com  
**National Accounts Manager:** Jerome Marullo  
 (973) 206-8991 • Fax (973) 206-9378 • jerome.marullo@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) 206-9256 • donna.sickles@qhc.com

#### Contracts/Insertion Orders:

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

#### Production Manager:

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

#### Director, Marketing Research:

Lori Raskin  
 (973) 206-8013 • Fax (973) 206-9256 • lori.raskin@qhc.com

#### Marketing & Promotion Manager:

Wendy Kaletcher  
 (973) 206-8964 • Fax (973) 206-9256 • wendy.kaletcher@qhc.com

#### Classified Advertising Representatives:

##### Valley Forge Publishing

(866) 312-8805 • Fax: (610) 854-3780

#### Executive Staff:

**President/CEO:** Stephen Stoneburn

**Senior Vice President:** Amy L. Clarke



### Rates

#### Black and White Rates

	1X	6X	12X	18X	24X	36X	48X	60X	72X	96X	120X	144X
King size page	\$5,840	\$5,660	\$5,470	\$5,290	\$5,115	\$4,945	\$4,785	\$4,625	\$4,475	\$4,180	\$4,045	\$3,910
King 3/4 page	\$5,575	\$5,405	\$5,230	\$5,055	\$4,885	\$4,725	\$4,565	\$4,410	\$4,265	\$3,985	\$3,850	\$3,725
King 1/2 page	\$3,970	\$3,850	\$3,725	\$3,600	\$3,485	\$3,365	\$3,255	\$3,145	\$3,045	\$2,845	\$2,755	\$2,660
Jr page	\$3,985	\$3,865	\$3,740	\$3,615	\$3,500	\$3,380	\$3,270	\$3,160	\$3,055	\$2,855	\$2,760	\$2,665
Jr 2/3 page	\$3,175	\$3,080	\$2,980	\$2,880	\$2,785	\$2,695	\$2,605	\$2,520	\$2,440	\$2,280	\$2,205	\$2,130
Jr 1/2 page	\$2,860	\$2,775	\$2,685	\$2,595	\$2,510	\$2,430	\$2,345	\$2,270	\$2,195	\$2,050	\$1,985	\$1,920
Jr 1/3 page	\$2,290	\$2,220	\$2,150	\$2,075	\$2,010	\$1,945	\$1,875	\$1,815	\$1,755	\$1,640	\$1,585	\$1,535

#### Insert Rates

	1X	6X	12X	18X	24X	36X	48X	60X	72X	96X	120X	144X
2 page insert	\$12,630	\$12,270	\$11,890	\$11,530	\$11,180	\$10,840	\$10,520	\$10,200	\$9,900	\$9,310	\$9,040	\$8,770
4 page insert	\$24,310	\$23,590	\$22,830	\$22,110	\$21,410	\$20,730	\$20,090	\$19,450	\$18,850	\$17,670	\$17,130	\$16,590
6 page insert	\$35,990	\$34,910	\$33,770	\$32,690	\$31,640	\$30,620	\$29,660	\$28,700	\$27,800	\$26,030	\$25,220	\$24,410
8 page insert	\$47,670	\$46,230	\$44,710	\$43,270	\$41,870	\$40,510	\$39,230	\$37,950	\$36,750	\$34,390	\$33,310	\$32,230
10 page insert	\$59,350	\$57,550	\$55,650	\$53,850	\$52,100	\$50,400	\$48,800	\$47,200	\$45,700	\$42,750	\$41,400	\$40,050
2 page island insert	\$8,920	\$8,680	\$8,430	\$8,180	\$7,950	\$7,710	\$7,490	\$7,270	\$7,060	\$6,660	\$6,470	\$6,280
4 page island insert	\$16,890	\$16,410	\$15,910	\$15,410	\$14,950	\$14,470	\$14,030	\$13,590	\$13,170	\$12,370	\$11,990	\$11,610
6 page island insert	\$24,860	\$24,140	\$23,390	\$22,640	\$21,950	\$21,230	\$20,570	\$19,910	\$19,280	\$18,080	\$17,510	\$16,940
8 page island insert	\$32,830	\$31,870	\$30,870	\$29,870	\$28,950	\$27,990	\$27,110	\$26,230	\$25,390	\$23,790	\$23,030	\$22,270
10 page island insert	\$40,800	\$39,600	\$38,350	\$37,100	\$35,950	\$34,750	\$33,650	\$32,550	\$31,500	\$29,500	\$28,550	\$27,600

NeuroPsychiatry Reviews<sup>®</sup> will convert any four pages and above of A-size film or insert material full-size tabloid pages at no additional charge. Includes 4-color charge.

#### King Conversion Rates

	1X	6X	12X	18X	24X	36X	48X	60X	72X	96X	120X	144X
4 King multi-pages	\$23,360	\$22,640	\$21,880	\$21,160	\$20,460	\$19,780	\$19,140	\$18,500	\$17,900	\$16,720	\$16,180	\$15,640
6 King multi-pages	N/A	\$33,960	\$32,820	\$31,740	\$30,690	\$29,670	\$28,710	\$27,750	\$26,850	\$25,080	\$24,270	\$23,460
8 King multi-pages	N/A	\$45,280	\$43,760	\$42,320	\$40,920	\$39,560	\$38,280	\$37,000	\$35,800	\$33,440	\$32,360	\$31,280
10 King multi-pages	N/A	\$56,600	\$54,700	\$52,900	\$51,150	\$49,450	\$47,850	\$46,250	\$44,750	\$41,800	\$40,450	\$39,100

#### Color Charges

4 color	\$1,860
2 color standard	\$1,110
2 color matched	\$1,320
metallic	\$1,530
4 color + metallic	\$3,390
5 color	\$3,180

#### Position Charges

Cover 4*	Earned Rate + 50% + Color
Cover 2*	Earned Rate + 25% + Color
Center Spread	Earned Rate + 15% + Color
Page 5 (1st ad in)	Earned Rate + 10% + Color

\* King size ad rates apply

## Rates *continued*

### 1. Effective Date and Discounts:

- a. Effective rate date:** January 2009
- b. Agency commission:** 15% of gross billing on space, color, cover, and preferred position charges. Mechanical charges are commissionable. 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 by individual corporate entities within a 12-month period beginning January 2009 and ending December 2009. 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. Split Runs:** For less than 50% of the full circulation, apply 50% of the earned black & white rate (plus color if applicable). For more than 50% of the full circulation, apply the proportionate ratio of the earned black & white rate (plus color if applicable). In addition, a commissionable mechanical charge will be applied to all split runs: add \$1,300 for ROB pages; add \$900 for inserts.
- c. 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: \$4,935**

### 3. Incentive Programs

- a. Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2009. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs and free pages earned count as full pages towards frequency. Short rates apply if corporate frequency is not achieved.

- b. Continuity Plan: Buy 5 Get 1:** Advertise the same product in 5 consecutive issues and earn a unit of the same (averaged) size FREE in the next month of issuance. Must be earned and used within the calendar year 2009. Continuity programs may not be applied to premium positions. Instead, units earned may run as free doubled ROB insertions in the same issue.
- c. New Launch Discount:** Advertise a new product, new indication, or new formulation in 4 consecutive issues, and earn a FREE double hit in the 4th Issue of the same (averaged) size unit. For advertisers launching after September, this program can be carried over to the following calendar year.
- d. Double Hit Program:** Advertise the same product twice in the same issue and earn a 20% discount on space and color charges for the second same (smaller) size unit (not premiums).

### e. Corporate Discount: →

Corporate manufacturers and its subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2009. Full year 2008 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2009. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2008 NET Spending	Earned 2009 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. Corporate frequency combination
2. Continuity program
3. Corporate discount
4. Agency discount

### Quadrant Prepayment Plan:

Quadrant HealthCom Inc. offers an optional prepayment program. Contact: Amy L. Clarke, Senior Vice President (973) 206-8950 or amy.clarke@qhc.com for additional details.

## Insert Information

### 4. Availability:

2- to 10-page inserts. Short cut, gatefolds, or die-cuts consult publisher.

- 5. Sizes and Specifications:** All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding. Mechanical devices, except standard lacquering, that change the specs or characteristics of the insert are generally not acceptable. Inserts more than 2 pages must be supplied folded.

#### a. Stock Weights Acceptable:

- Single-leaf (2 pp) inserts: 70# min.
- Double-leaf (4 pp) inserts: 70# min., 80# max.
- More than 4 pp – 60# text; 70# max., bulking factor no greater than 0.004" per leaf for coated or uncoated stock.
- For odd sizes or different paper stock, please consult publisher.

#### b. Trimming:

- 2-, 4-, 8-, or 10-page inserts 7¼" x 10½" (A-Size) or 11"x 13¼" (King).

- Trim size of journal is 10 7/8" x 13 ½".
- All 8-page inserts must be delivered pre-stapled at center.
- Keep live matter ¼" from all trim edges.
- Keep non-bleed copy at least 3/8" from trim.
- King-Size Inserts will be trimmed 1/8" from head, foot, and face.
- A-Size Inserts will be trimmed 1/8" from foot.
- Inserts jog to foot.
- Type of binding: saddle-stitched.

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

- d. Insert Deadline:** Please see chart on next page.

- e. Shipping:** *NeuroPsychiatry Reviews*® (issue date and quantity)  
c/o RR Donnelley & Sons, Inc.  
1600 North Main Street  
Pontiac, IL 61764  
Attn: Steve Sullivan  
Phone: (815) 844-1831 • Fax: (815) 844-1326  
steven.m.sullivan@rrd.com

# Issuance and Closing

## 6. 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	12/15	1/2	1/16	July	6/5	6/12	7/2	7/15
February	1/5	1/15	2/2	2/13	August	7/3	7/16	8/4	8/14
March*	2/5	2/17	3/3	3/13	September	8/6	8/14	9/3	9/16
April*†	3/3	3/10	3/17	3/30	October	9/4	9/15	10/1	10/14
May †	4/1	4/10	4/17	4/30	November	10/2	10/15	11/3	11/13
June	5/7	5/15	6/4	6/17	December	11/5	11/13	12/3	12/16

\*Bonus distribution at the American Academy of Neurology Meeting.

†Bonus distribution at the American Psychiatric Association Meeting.

## Editorial

### 7. 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 informed 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.

### 8. Average Issue Information:

- a. **Average number of feature articles per issue:** 10–12, including 4–5 departments
- b. **Average article length:** 800 words

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

### 9. 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.

10. **Established:** February 2000

## Circulation

### 11. 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, physicians with a secondary interest in preceding specialties, nurse practitioners, and physician assistants.

### 12. Demographic Selection Criteria:

- a. **Age:** Not applicable
- b. **Prescribing:** Not applicable
- c. **Circulation distribution:** 100% Controlled

d. **For Subscription rates, contact:** (800) 480-4851

### 13. Circulation Verification:

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

### 14. Coverage:

- a. **Have any specialties been combined in the grid?** Yes
- b. **Date and source of breakdown:** July 2008 issue, BPA®
- c. **Circulation Breakdown:** Office-based MD and DO, hospital-based, includes "other" unclassified professional activity.

Major Professional Activity for the United States and Possessions						
Primary Specialty	Total Qualified	Patient Care				
		Office-Based Practice	Hospital-Based		Osteopathic Physician	Other Professional Activity
			Interns and/or 1st Year Residents	Full-Time Hospital-Based		
Child Psychiatry	6,903	5,253	586	717	159	188
Psychiatry	29,913	21,575	2,370	4,335	746	887
Other Specialties	344	286	25	10	2	21
Subtotal Physicians	37,160	27,114	2,981	5,062	907	1,096
Nurse Practitioners	2,518					
Physician Assistants	339					
<b>Total Qualified Circulation</b>	<b>40,017</b>					

## General Information

### 15. 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 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.

### 16. New Product Release:

Available; please submit to editor.

### 17. Editorial Research:

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

### 18. 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

### 19. Ad/Edit Ratio Information:

Advertising to Edit Ratio: 55/45

### 20. 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® Editorial Board.

### 21. Classified Rates

#### Valley Forge Publishing Group:

National Account Executives:

Tel: (866) 312-8805 x 138 Tim LaPella

(866) 312-8805 x 109 Drew Endy

Fax: (610) 854-3780

#### Valley Forge Publishing Group

2570 Boulevard of the Generals, Suite 220

Norristown, PA 19403

## Mechanical Specifications

### 22. Ad Sizes and Bleed Sizes:

a. Publication Trim Size: 10-7/8" × 13-1/2"

b. Hold Live Matter: 5/8" from all trim-size edges

Bleed Sizes	Width		Depth
King page	11-1/8"	X	13-3/4"
King spread	22"	X	13-3/4"
King 3/4 spread	15-3/4"	X	10-1/2"
Jr page	8"	X	10-1/2"
Jr page spread	15-3/4"	X	10-1/2"

Non-bleed Sizes	Width		Depth
King page	10-1/4"	X	12-3/4"
King spread	21"	X	12-3/4"
King 3/4 Ver	7"	X	12-3/4"
King 3/4 Spread	15-1/8"	X	9-7/8"
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"

### 23. Paper Stock:

Inside Pages: 45# coated stock

Cover: 60# coated stock

### 24. Type of Binding:

Saddle-stitched

### 25. Reproduction Requirements:

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

26. Accepted Materials: Electronic Files: PDFx1a and PDF. Digital contract color proof required.

27. 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