

2010 INSERT SPECIFICATIONS

(Effective January 2010)

<http://mediakit.cmpmedica.com>

As a member company of The Association of Medical Media (AMM), CMPMedica LLC utilizes the guidelines established by the AMM in accepting supplied inserts for publications.

Inserts are to be supplied printed, folded, untrimmed and ready for binding.

Island Insert: Supplied to trim at 8" x 11".

King Insert: Delivered size: 10 5/16" x 13 15/16". Trim size: 10" x 13 3/4". Live area: 9 1/2" x 12 3/4". Keep text 1/2" away from spine edge.

The stock weight is to be governed by that which is commonly available in a .004 thick sheet coated or uncoated. No device other than varnishing may be used to make stock heavier or less flexible than as sold by its manufacturer. Short-cut or gatefold inserts are not acceptable. Staple binding is not acceptable. Supply either head-in folded or glued signatures.

**INSERTS AND STOCK SAMPLES MUST BE SUBMITTED FOR APPROVAL
FAILURE TO COMPLY MAY RESULT IN REJECTION OF INSERT**

- Carton packing preferred. Mark with quantity, journal name, and date of issue.
- Packing slip required
- Each skid must have a minimum of the following information:
 - Publication name
 - Issue Date
 - Skid count/carton count/total count on manifest
 - Samples affixed to all four sides of skid
- Recommended skid size is 36" wide, 48" long, 48" high
- Shipments for multiple issues must be packed separately.
- Inserts are due at Brown Printing by the 10th of the month prior to issue date for Psychiatric Times.

FULL-RUN QUANTITIES REQUIRED (includes spoilage)

Psychiatric Times (PSY): 50,000

SHIP TO:
NAME OF JOURNAL/month of issue
c/o Brown Printing
11595 McConnell Road
Woodstock, IL 60098
Attn: Stan Lersch