

Psychiatric Times

Advertising Specifications

DIMENSIONS	LIVE AREA	TRIM (Width x Height)	BLEED (Width x Height)
King Page	.5" from trim edge	9.4375 x 12.75	9.9375 x 13.25
King Bleed	.5" from trim edge	10.4375 x 13.75	10.9375 x 14.25
Island	.5" from trim edge	6.6562 x 10	7.1562 x 10.5
Island Spread	.5" from trim edge	14.8 x 10	15.3 x 10.5
¾ Vertical	.5" from trim edge	6.6875 x 12.75	7.1875 x 13.25
¾ Horizontal	.5" from trim edge	8.9375 x 9.75	9.4375 x 10.25
½ Vertical	.5" from trim edge	4.375 x 12.75	4.875 x 13.25
½ Horizontal	.5" from trim edge	8.937 x 6.25	9.4375 x 6.75
¼ Vertical	.5" from trim edge	2.083 x 12.75	2.583 x 13.25
¼ Page	.5" from trim edge	4.375 x 6.25	4.875 x 6.75
1/3 Horizontal	.5" from trim edge	8.9375 x 4.375	9.4375 x 4.875

MEDIA LABELING REQUIREMENTS:

Please include a copy of the insertion order, and include:

- Publication Title
- Issue Date
- Agency/Vendor/
Advertiser Name
- Production Contact &
Phone Number
- File Name/Number and List
of contents

Trim size of Journal: 10.4375" x 13.75"

Binding: Saddle Stitched

COLOR PROOFS

In order to ensure we match the color expectations of our advertisers, we require a contract proof created from SWOP Certified System. Any other type of proof may not accurately represent the SWOP process or desired color match. All proofs for color and/or content verification must be generated from the final file and must be 100% in size. For a list of all SWOP certified digital proofing systems go to <http://www.swop.org/certification.htm#cert>

Frequency: Monthly Production
Journal Website:
<http://mediakit.cmpmedica.com>

Last Updated: 12/03/2009

<p><u>MAIN PRODUCTION CONTACT</u></p> <p>Genenne Velezis 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7018 * Fax: 203-842-3931 E-mail: genenne.velezis@cmpmedica.com</p>	<p><u>PRODUCTION CONTACT</u></p> <p>Carlos Yanez 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7072 * Fax: 203-842-3931 E-mail: carlos.yanez@cmpmedica.com</p>
<p><u>PDF/X-1A TOOLS</u></p> <p>Distiller Option: DDAP Optimized Included in CMP PDF Toolkit http://pubs.cmpmedica.com/tools.html Enfocus PitStop or Instant PDF http://www.apago.com Service Bureau Resources http://mediakit.cmpmedica.com/production-resources</p>	<p><u>STORAGE</u></p> <p>Digital ads will be stored for 13 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.</p>
<p><u>MATERIAL SPECIFICATIONS</u></p> <p>Digital File Format: PDF/X-1a http://pubs.cmpmedica.com/pdfx1/pdfx1.html Media: CD Transmission: Ship with Proof SWOP Proof: REQUIRED http://www.swop.org</p>	<p><u>PRODUCTION CHARGES</u></p> <p>Changes to ads are subject to additional charges. If an ad is delivered without a proof, we may pull a digital proof and the advertiser will be charged. However, color reproduction cannot be guaranteed.</p>

