

transactions

Newsletter of the Philadelphia Psychiatric Society

The Philadelphia Psychiatric Society newsletter, *transactions*, is a professional society newsletter published two times per year. Its purpose is to serve as a source of news and information on issues of importance and interest to our members. The Philadelphia Psychiatric Society accepts paid display advertisements and classified ads from individuals, companies, hospitals and physician search companies informing Philadelphia Psychiatric Society members of their job placement positions, products or services.

Circulation

The newsletter is mailed to all members of the Philadelphia Psychiatric Society (approximately 1,000 physicians) in the Delaware Valley region.

2009 Publication Issues

Frequency: Two issues a year, Spring & Fall.
See order form for advertising deadlines.

Advertising Contact:

Phone: (888) 723-2501

E-mail: philapsych@pamedsoc.org



Advertising Policy

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

- All advertisements submitted for publication must adhere to the American Psychiatric Association's guidelines on advertising.
- Advertising which 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. (Classified advertisements will be billed upon publication.) 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 receive a 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 printed in an issue.
- Payment for ads rejected due to content or space limitations will be returned to the advertisers.

2009 Rate Schedule

Classified Ads:

Billed upon publication.

*Rates:	Cost
50 words or less	\$40.00
51-100 words	\$65.00
101-150 words	\$100.00
150-200 words	\$125.00

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

Requirements:

- Please submit typed ad by email to philapsych@pamedsoc.org. Microsoft Word documents also accepted.

Display Ads:

Rates:(per insertion)	Number of Insertions	
	1	2
Full page (7.5" x 9.5")	\$500.00	\$400.00
1/2 page horizontal (7.5" x 4.625")	\$300.00	\$240.00
1/2 page vertical (3.6875" x 9.5")	\$300.00	\$240.00
1/3 page horizontal (7.5" x 3")	\$200.00	\$160.00
1/3 page vertical (2.375" x 9.5")	\$200.00	\$160.00
1/4 page horizontal (7.5" x 2.25")	\$150.00	\$120.00
1/4 page vertical (3.6875" x 4.625")	\$150.00	\$120.00

Requirements:

- Payment should accompany display ads.
- Newsletter prints in black ink ONLY. Please submit ads in black and white only.
- Please submit hard copy sample with contract. Files can be emailed to philapsych@pamedsoc.org or sent via CD.
- Digital file requirements: Preferred platform is PC; Adobe Indesign, Illustrator, or Photoshop.
- Acceptable file formats are .pdf, .indd, .psd, .eps, .ai, .tif or .jpg. Please be sure that 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.

Any additional copy, touch up or artwork required to complete an ad will be billed to the advertiser at cost plus 10% handling charge.
You may call for price quotes.

Tear sheets will be sent to the advertiser or to the agency.

If and when new advertising rates are announced, current advertisers will be protected at the specified cost for the period of their contract.
After which, they will be subject to the prevailing rates.

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2009 Advertising Contract

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Classified Ads

- | | |
|--|-------|
| <input type="checkbox"/> 50 word or less | \$40 |
| <input type="checkbox"/> 51-100 words | \$65 |
| <input type="checkbox"/> 101-150 words | \$100 |
| <input type="checkbox"/> 151-200 words | \$125 |

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

Display Ads (camera ready only)

Please check size of ad desired

- | | |
|---|-------|
| <input type="checkbox"/> Full Page (7.5" x 9.5") | \$500 |
| <input type="checkbox"/> 1/2 Page Horizontal (7.5" x 4.625") | \$300 |
| <input type="checkbox"/> 1/3 Page Horizontal (7.5" x 3") | \$200 |
| <input type="checkbox"/> 1/4 Page Horizontal (7.5" x 2.25") | \$150 |
| <input type="checkbox"/> 1/2 Page Vertical (3.6875" x 9.5") | \$300 |
| <input type="checkbox"/> 1/3 Page Vertical (2.375" x 9.5") | \$200 |
| <input type="checkbox"/> 1/4 Page Vertical (3.6875" x 4.625") | \$150 |

Type of Ad

- New ad
- Repeat ad from previous issue

Issue to Run Ad *(please check all that apply)*

- | | |
|---------------------------------|--|
| Publication dates | Closing dates (deadlines) |
| <input type="checkbox"/> Spring | March 6, 2009,
to mail April 8, 2009 |
| <input type="checkbox"/> Fall | August 14, 2009,
to mail September 18, 2009 |

Payment Method

Check *(payable to: Philadelphia Psychiatric Society)*

Credit Card    

Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____

Total Amount Enclosed: \$ _____ Date: _____

Submission of copy and payment 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.

(Signature of Advertiser)

Mail to:

Philadelphia Psychiatric Society
transactions Newsletter
777 East Park Drive, PO Box 8820
Harrisburg, PA 17105-8820
1-888-723-2501 • Fax: 717-558-7841