



# ***INSIGHT MATTERS***

Ohio Psychiatric Physicians Association  
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## **DISPLAY AND CLASSIFIED ADVERTISEMENT RATES, DIMENSIONS AND INFORMATION**

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- Publication:** Quarterly (February, May, August, November)  
Mailing date: Between the 20th and the end of the issue month
- Circulation:** Over 1,000
- Organization  
Content:** Official publication of the Ohio Psychiatric Physicians Association,  
a District Branch of the American Psychiatric Association
- Editorial:** Content: Articles on socioeconomic issues facing psychiatry (with emphasis on how they affect psychiatry and the treatment of the emotionally and mentally ill) and organization news.  
Features: Legislative updates, letters to the editor, continuing medical education programs, colleague news, news on new members, news from the APA and other mental health groups, and other information of interest to the practicing psychiatrist.
- Advertising** Institutional or corporate advertisements ( i.e. advertising that features the company but not individual products or product-specific information) may be considered and are subject to review and approval by the Ohio Psychiatric Physicians Association
- Advertising  
Requirements:** All advertising is subject to approval by the OPPIA.  
Display advertisements must be provided camera-ready. *If sent electronically, black & white pdf or eps files preferred.*  
Classified advertisements are accepted only in writing.
- Deadline:** Due in the OPPIA office on or before the 20th day of the month prior to the month of publication. Client will be invoiced when issue is published. Please provide billing information.

# Ohio Psychiatric Physicians Association *INSIGHT MATTERS* Advertising Rates

## Display Ads:

Size	1 x Rate	2 x Rate	3 x Rate	4 x Rate	Height	Width
Full Page	\$ 595	\$ 540	\$ 475	\$ 430	9 3/4"	7"
Two-Third Page Vertical	\$ 400	\$ 360	\$ 310	\$ 280	9 3/4"	4 1/2"
Half Page Vertical	\$ 300	\$ 260	\$ 240	\$ 210	9 3/4"	3 1/2"
Half Page Horizontal	\$ 300	\$ 260	\$ 240	\$ 210	4 3/4"	7"
Third Page Vertical	\$ 200	\$ 180	\$ 160	\$ 140	9 3/4"	2 1/4"
Third Page Horizontal	\$ 200	\$ 180	\$ 160	\$ 140	4 1/2"	4 1/2"
Sixth Page Vertical	\$ 105	\$ 95	\$ 85	\$ 80	4 3/4"	2 1/4"
Sixth Page Horizontal	\$ 105	\$ 95	\$ 85	\$ 80	2 1/4"	4 1/2"
Business Card	\$ 75	\$ 65	\$ 60	\$ 55	2"	3 1/2"

## Classified Ads:

First 35 words	\$ 30
Per word thereafter	\$ 0.25

OPPA Members receive 10% discount on any advertising.