Schizophrenia Bulletin
schizophreniabulletin.oxfordjournals.org

2013 Media Kit

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Schizophrenia Bulletin is published in association with the Maryland Psychiatric Research Centre (MPRC) and is an official journal of the Schizophrenia International Research Society.

Schizophrenia Bulletin is a leading resource that has helped shape and foster research on schizophrenia since its first issue in 1969.

Useful Information

Print Circulation: 1,600
Geographic Breakdown: North America 41% - Europe 39% - Rest of World 20%
Average Monthly Page Views: 123,500
Average Monthly Uniques: 47,710
Average Available Ad Impressions: 68,820*
*Combined monthly leaderboard and skyscraper positions
No. of eTOC Subscribers: 2,020
Impact Factor: 8.800
Ranking: 4/129 Sj: Psychiatry 3/117 Ssi: Psychiatry Journal Citation Reports® (Science Citation Index, ISI)
Target Audience: Psychiatrists

Frequency: 6
Peer Reviewed: Yes
Editor-In-Chief: William T. Carpenter
Society Affiliation: The Maryland Psychiatric Research Center (MPRC)
An Official Journal of the Schizophrenia International Research Society

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## 2013 Schedule

<table>
<thead>
<tr>
<th>Volume Issue</th>
<th>Cover Month</th>
<th>Ad artwork due</th>
<th>Mailout Date</th>
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<tbody>
<tr>
<td>39/1</td>
<td>January</td>
<td>27 November 2012</td>
<td>24 December 2012</td>
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<tr>
<td>39/2</td>
<td>March</td>
<td>23 January 2013</td>
<td>25 February 2013</td>
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<tr>
<td>39/3</td>
<td>May</td>
<td>26 March 2013</td>
<td>26 April 2013</td>
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<tr>
<td>39/4</td>
<td>July</td>
<td>29 May 2013</td>
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<tr>
<td>39/5</td>
<td>September</td>
<td>24 July 2013</td>
<td>23 August 2013</td>
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<td>39/6</td>
<td>November</td>
<td>24 September 2013</td>
<td>24 October 2013</td>
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## Print Advertising Options & Rates

### Display Rates 2013

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<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
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<td>$1565</td>
<td>$1525</td>
<td>$1450</td>
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<td>$2635</td>
<td>$2595</td>
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<tr>
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<td>$1260</td>
<td>$1230</td>
<td>$1170</td>
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<td>$2330</td>
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<td>$2240</td>
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<td>$760</td>
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<tr>
<td>¼ Page 4/color</td>
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<td>$1830</td>
<td>$1810</td>
<td>$1775</td>
</tr>
</tbody>
</table>

**Double Page Spread = 2 x Full page rate**

### Special Position Premiums

- **Cover 4 - 50%**
- **Cover 2 - 40%**
- **Cover 3 - 10%**
- **Facing Leading Article 10%**
- **Facing Contents 10%**

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Schizophrenia Bulletin

Neurocognitive Performance Stability in a Multiplex Multigenerational Study of Schizophrenia

David R. Roalf*, 1, Ruben C. Gur1, Laura Almasy2, Jan Richard F. Gallagher1, Konasale Prasad3, Joel Wood3, Michael F. Pogue-Geile3, Vishwajit L. Nimgaonkar3,5, and Raquel E. Gur1

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doi:10.1093/schbul/sbs078


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Introduction

Schizophrenia is a heritable disorder with persistent neurocognitive1–3 deficits in executive functioning, learning, and memory, and is linked to specific genetic polymorphisms in dopamine (eg, dopamine transporter; DAT) and serotonin pathways (eg, catechol-O-methyl transferase; COMT). 13 Moreover, cognitive measures are shared across disorders that are linked to a common genetic etiology with schizophrenia (eg, attention-deficit/hyperactivity disorder, bipolar disorder, and schizotypal personality disorder). 14

Neurocognitive performance are linked to genetic polymorphisms implicated in schizophrenia (eg, DAT, COMT, and serotonin-transporter linked protein; SLC6A4). 13,15 Studies of neurocognitive performance in schizophrenia have documented group differences in mean scores, variability in some neurocognitive domains and differences from unaffected relatives. 13,16

For instance, patients with schizophrenia have lower mean performance and more variability (IIV) in performance compared with family members, who, in turn, showed lower across-task IIV than controls. 17–19 Patients with schizophrenia may have a less efficient response control, with higher IIV and increased response variability in tasks involving conflict monitoring and inhibitory control. 20–22 These findings suggest that measures of variability in performance may have utility as endophenotypic markers for schizophrenia and other psychiatric disorders. 5

Certain cognitive measures are heritable and differentiate unaffected relatives of patients with schizophrenia from unaffected controls (eg, working memory, verbal memory). 3,11 Kniskern et al. 23 classified patients based on their worst group performance in neuropsychological tests and found that patients had more severe and stable neurocognitive deficits compared with and unaffected group. Furthermore, certain cognitive measures are heritable and differentiate unaffected relatives of patients with schizophrenia from unaffected controls (eg, working memory, verbal memory). 3,11

Neurocognitive stability in European-American multiplex families with schizophrenia appear stable in the short-term. However, studies in these populations have been limited to a single test at OUP site access on August 31, 2012 http://schizophreniabulletin.oxfordjournals.org/Downloaded from
# Online Advertising Options & Rates

Advertise on [schizophreniabulletin.oxfordjournals.org](http://schizophreniabulletin.oxfordjournals.org)

## Online rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (pixels)</th>
<th>Run of Site*</th>
<th>Geo-targeted*</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$70 CPM</td>
<td>$80 CPM</td>
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<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>$70 CPM</td>
<td>$80 CPM</td>
</tr>
</tbody>
</table>

*Minimum order 10,000 impressions.

## Advertise on table of contents alerts
Reach a highly engaged ‘opted in’ audience of over 2,000 Professionals – exclusively.

### eTOC Rates & Sizes

- $400 per 1000 registrants (min. charge $400)
- Skyscraper: 160 x 600 pixels

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**TRACK RESPONSE**

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## Print Specifications

<table>
<thead>
<tr>
<th>Size (depth x width)</th>
<th>Bleed</th>
<th>Trim</th>
<th>Type area</th>
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</thead>
<tbody>
<tr>
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<td>276mm x 210mm (8 ¼” x 10 ⅝”)</td>
<td>255mm x 178mm (10 ⅛” x 7”)</td>
</tr>
<tr>
<td>Half Page Landscape</td>
<td></td>
<td></td>
<td>120mm x 178mm (4 ¾” x 7”)</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td></td>
<td></td>
<td>255mm x 85mm (10 ⅛” x 3 ⅛”)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td></td>
<td></td>
<td>120mm x 85mm (4 ¾” x 3 ⅛”)</td>
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</tbody>
</table>

Double Page Spread - Please supply as two separate full page files

### PDF specifications:

- PDF files should be created using Adobe Acrobat Distiller 4.0 or higher.
- Files should be composite PDFs, not separated.
- All fonts and images should be embedded and subset below 100%.
- All mono and color ads should have an effective resolution of 300 dpi (minimum). Color ads should be supplied as CMYK only (e.g. no RGB, Lab color, ICC color based or Pantone Color).
- Monochrome bitmap images (line-art) should have an effective resolution of 1200 dpi.
- Half-tone dot range should be in the range of 3% to 95%.
- Ads set to the type area should be surrounded by a box, and have no registration marks or catchlines.
- Bleed ads should have crop marks set to the trim size dimensions, and will be trimmed accordingly. Please allow 3mm bleed on all four sides.
- Any vector-based objects with transparency effect must be rasterized to 600 dpi in the source file itself, before creating the PDF.

For more information on technical specifications, please contact us.

All advertisements are subject to the approval of the Publisher and/or Editor who reserves the right to reject or cancel any advertisement at any time.