



Journal of Professional Nursing



Official Journal of the American Association of Colleges of Nursing

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EDITORIAL

The *Journal of Professional Nursing* is at the forefront of delivering informative articles on nursing education, covering both baccalaureate and graduate programs, as well as issues regarding policy and leadership. The content reflects the mission and purpose of the American Association of Colleges of Nursing.

ORGANIZATIONAL AFFILIATION

American Association of Colleges of Nursing

ESTABLISHED

1985

PUBLISHING STAFF

Editor: Ellen Olshansky, DNSc, RNC, FAAN
Publisher: Shannon Magee
Product Advertising Sales: Jim Maloney
Recruitment & Classified Advertising Sales: Jim Maloney

SUBSCRIPTION RATES

Domestic: Institutional: \$269 Individual: \$100
International: Institutional: \$338 Individual: \$199

CIRCULATION

1,615
Publisher's statement available on request.

AUDIENCE

Faculty, department chairpersons, deans of schools of nursing, and nursing administrators.

BONUS DISTRIBUTION

• American Academy of Nursing: (September issue)
November 6-8, 2008 - Scottsdale, AZ

ISSUANCE

• Frequency: Bimonthly
• Issue Dates: January, March, May, July, September, November
• Mailing Date: On or around the 2nd day of 2nd cover month.

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due same day as space closing.
- Dates subject to change.

Volume/ Issue	Publication Month	Ad Space Closing	Ad Materials Deadline
24 (1)	January/February	12/24/07	12/28/07
24 (2)	March/April	02/26/08	02/29/08
24 (3)	May/June	04/25/08	04/30/08
24 (4)	July/August	06/26/08	07/01/08
24 (5)	September/October	08/27/08	09/02/08
24 (6)	November/December	10/24/08	10/29/08

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POLICY ON PLACEMENT OF ADVERTISING

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ACCEPTANCE OF ADVERTISING

The Publisher and Editor reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor and the owner of the journal from and against any loss, expense, claim or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules and regulations. New copy should be submitted by ad space closing date.



BLACK & WHITE RATES: 1x 3x 6x 12x **COLOR**

Full Page	\$960	\$940	\$930	\$920
1/2 Page	730	710	700	670
1/4 Page	605	600	595	585

- Standard color (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow): \$580 per page or fraction.
- Matched color (PMS specific number): \$670 per page or fraction.
- 4-color: \$1,115 per page or fraction.
- Matched (PMS) colors can be combined with the Black and White rate, or they can be added to the Standard or 4 Color charge.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

*State and local taxes may apply.

EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

AGENCY DISCOUNT

15%

INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

COMPOSITION (Black & White Only)

Full page: \$150 • Half page: \$125 • Quarter page: \$95

MECHANICAL SPECIFICATIONS

<u>Page Sizes</u>	<u>Non Bleed</u>	<u>Bleed</u>
Trim	8 ¹ / ₄ " x 11 "	
Spread	15" x 10"	16 ³ / ₄ " x 11 ¹ / ₄ "
Full Page	7" x 10"	8 ¹ / ₂ " x 11 ¹ / ₄ "
1/2 Page Horizontal	7" x 5"	8 ¹ / ₂ " x 5 ⁵ / ₈ "
1/2 Page Vertical	3 ¹ / ₂ " x 10"	4 ¹ / ₂ " x 11 ¹ / ₄ "
1/4 Page	3 ¹ / ₂ " x 5"	

Keep live matter 1/2" from trim edges.

INSERT REQUIREMENTS

- Size 2 page: 8¹/₂" x 11¹/₄"
- Size 4 page: 17" x 11¹/₄", furnish folded to 8¹/₂" x 11¹/₄"
Contact Ad Sales Services for additional high folio/low folio binding instructions
- Trimming: 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/2" from trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter.
- Insert Stock Weight: For 2 page 80# preferred; 4 to 8 pages – 60# minimum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- Quantity: Contact Ad Sales Services
- Closing Date for Booking Inserts: Same as ad space closing
- Insert Delivery Date: Same as ad material deadline
- Packaging and labeling of inserts for shipping: Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.
- All inserts must be submitted to Publisher for approval of stock, design, and other mechanical specifications.
- Copy of insert must accompany insertion order.
- Failure to meet insert specifications and packaging guidelines may result in additional charges.

BINDING: Perfect, jogs to head

PRINTING PROCESS: Sheetfed

HALFTONE SCREEN: 150 line screen

FOR CONTRACTS & INSERTION ORDERS

Contact your advertising sales representative.

FOR RECRUITMENT AND CLASSIFIEDS

Contact your advertising sales representative.

FOR INSERTS (Mark month, vol/issue and quantity on the box)

Journal of Professional Nursing
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331
Attn: Lisa Darrow

PREMIUM POSITIONS

Contract needed. Non Cancellable

- Cover 4: 50% B/W page rate
- Cover 2: 35% B/W page rate
- Cover 3: 25% B/W page rate
- Opposite TOC: 25% B/W page rate
- First Right Hand Page: 25% B/W page rate
- Other preferred positions: 10% B/W page rate

JOURNAL WEB SITE ADVERTISING

Banners are available on the journal's Web site. Banners are sold by impressions on a cost per thousand basis. Contact your sales representative for rates, possible sponsorships and estimated monthly visitor traffic.

File Formats	Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat4); PDF/X-1a; EPS; TIFF. All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi.
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/2" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Color Space	All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Spot Colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or DVD. All media must be labeled with the following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit www.swop.org/certification/ . For a list of approved devices click on Certified Systems 2004-2005 or Certified Systems 2006+. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission, see the full Elsevier Digital Ad Specifications or contact Ad Sales Services.
Digital Ad Closing Date	Digital ad material is due same day as space closing.

DIGITAL DATA

DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed. Insert overs will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

FOR PRODUCTION MATERIALS

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