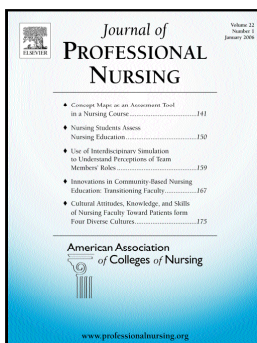




Journal of Professional Nursing

Official Journal of the American Association of Colleges
of Nursing

www.professionalnursing.org



PUBLISHER

Saunders
An Imprint of Elsevier
1600 John F. Kennedy Blvd., Suite 1800
Philadelphia, PA 19103-2899
Tel: 215-239-3730 • Fax: 215-239-3734
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EDITORIAL

The Journal of Professional Nursing focuses on the issues surrounding nursing education. It highlights trends important to educators such as enrollment changes, attracting quality students, expectations for faculty productivity, and predicting student performance on the NCLEX.

ORGANIZATIONAL AFFILIATION

American Association of Colleges of Nursing

ESTABLISHED

1985

PUBLISHING STAFF

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

SUBSCRIPTION RATES

<u>Domestic:</u>		<u>International:</u>	
Institutional:	\$224	Institutional:	\$280
Individual:	\$ 81	Individual:	\$162
Students:	\$ 32	Students:	\$ 81

CIRCULATION

1,800

Publisher's statement available on request.

AUDIENCE

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

BONUS DISTRIBUTION

- American Association of Colleges of Nursing: (January Issue) March 2006 - Location TBA
- American Academy of Nursing: (September issue) November 9-11, 2006 - Miami, Florida

ISSUANCE

- Frequency: Bimonthly
- Issue Dates: January, March, May, July, September, November
- Mailing Date: On or around the 1st day of 2nd journal month.

CLOSINGS

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

Volume/ Issue	Publication Month	Ad Space Closing	Ad Materials Deadline
22 (1)	January/February	12/30/05	01/05/06
22 (2)	March/April	03/03/06	03/08/06
22 (3)	May/June	05/02/06	05/05/06
22 (4)	July/August	06/29/06	07/06/06
22 (5)	September/October	08/31/06	09/06/06
22 (6)	November/December	10/31/06	11/03/06

SERVICES TO ADVERTISERS

- Editorial Reprints, contact:
Anne Rosenthal Tel: 212-633-3813 • Fax: 212-633-3820
E-mail: reprints@elsevier.com
- Sponsored Supplements, contact:
Craig Smith Tel: 212-462-1933 • Fax: 212-462-1935
E-mail: c.smith@elsevier.com
- Recruitment and Classified Advertising contact:
Jim Maloney Tel: 215-239-3130 • Fax: 215-239-3734
E-mail: j.maloney@elsevier.com
- Sponsored Subscriptions, contact:
Alexandra Leonardo Tel: 212-633-3649 • Fax: 212-633-3820
E-mail: a.leonardo@elsevier.com

POLICY ON PLACEMENT OF ADVERTISING

Welled

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.

RATES	1x	3x	6x	12x
Full Page	\$905	\$885	\$875	\$865
1/2 Page	685	670	660	640
1/4 Page	570	565	560	555

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

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

MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
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.
- 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

REPRODUCTION REQUIREMENTS

Film negatives, right reading, emulsion side down. Each piece of film should have PMS or Process color identified, center and trim marks, and register marks on all sides. For spread ads, all type and images must be kept 1/4" away from gutter trims (1/2" total). One proof must accompany advertising material. A SWOP approved analog color proof that contains color bars must accompany four color advertising film. Furnished proofs are considered final unless otherwise indicated.

FOR CONTRACTS & INSERTION ORDERS

Contact your advertising sales representative.

FOR RECRUITMENT AND CLASSIFIEDS

Contact your advertising sales representative.

COLOR

- Standard color: \$570 per page or fraction.
- Matched color: \$655 per page or fraction.
- 4-color process: \$1,095 per page or fraction.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

SPECIAL POSITIONS

- 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 Guaranteed Positions: 10% B/W Page Rate

DIGITAL DATA

File Formats	Recommended format is PDF distilled by Acrobat 4.0 or higher, set for compatibility with PDF version 1.3 (Acrobat4); 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, DVD or Zip Disk (100MB, 250MB) Mac or PC Format. All media must be labeled with following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents. FTP transfer accepted by arrangement only.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications (www.swop.org). All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contract color proof, which includes a SWOP proofing bar. 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.
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.

DISPOSITION OF REPRODUCTION MATERIAL

Material furnished for advertising reproduction will be destroyed twelve-months subsequent to issue date unless otherwise instructed.

FOR PRODUCTION MATERIALS

Addie Blackburn
Elsevier
1600 John F. Kennedy Blvd., Suite 1800
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E-mail: a.blackbu@elsevier.com

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

Journal of Professional Nursing
The Sheridan Press
450 Fame Avenue
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Attn: Annette Flannery