

# JOURNAL OF NURSING EDUCATION

#### Advertising/Sales Office

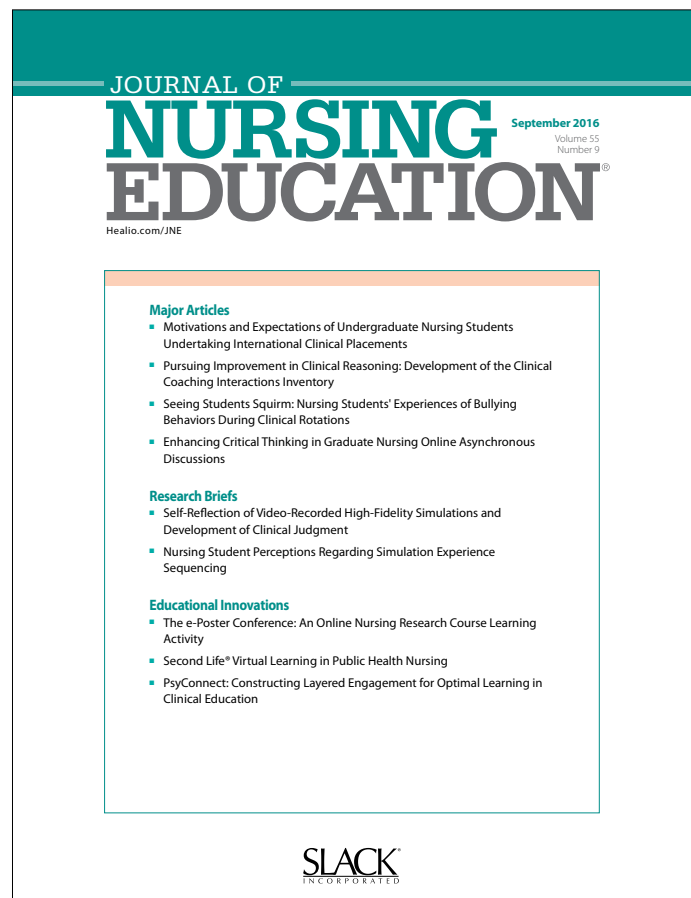
National Account Manager: Jaimie Byers  
Sales Administrator: Joyce Seville

#### Publishing Office

Chief Operating Officer: John C. Carter  
Senior Vice President: Stephanie Portnoy  
Vice President, Editorial: Jennifer A. Kilpatrick, ELS  
Editorial Director: Karen G. Stanwood, ELS  
Managing Editor: Jaime Harker, ELS  
Circulation Manager: John Kain  
Editor: Janis P. Bellack, PhD, RN, FAAN

**SLACK**<sup>®</sup>  
INCORPORATED  
A Wyandotte Group Company

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800-257-8290 • 856-848-1000 • Fax 856-848-6091  
Healio.com/JNE



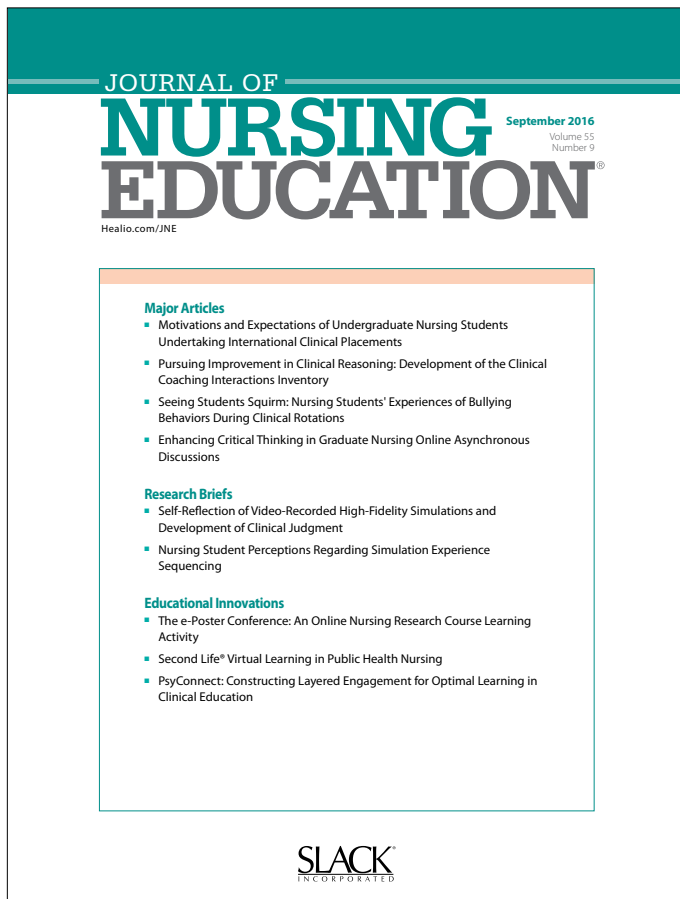
TO ADVERTISE, CONTACT:

**Jaimie Byers**

jbyers@healio.com

856-848-1000 x258

# JOURNAL OF NURSING EDUCATION



The JOURNAL OF NURSING EDUCATION provides a forum for peer-reviewed original articles and new ideas for nurse educators in various types and levels of nursing programs. It enhances the teaching-learning process, promotes curriculum development, and stimulates creative innovation and research in nursing education.

The Journal also provides features including educational innovations, research briefs, and syllabus selections.

Subscribers also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

**Make your message stand out with these unique advertising opportunities:**

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

# Put your message in the hands of more than 1,000 paid subscribers

With 100% paid circulation, your message will be seen and retained by high-interest readers — offering an efficient and effective way to communicate with your target audience.

## Give your ad the high exposure it deserves:

**83%** of the JOURNAL OF NURSING EDUCATION readers spend 30 minutes or more looking at an issue

**50%** of readers share selected articles with others

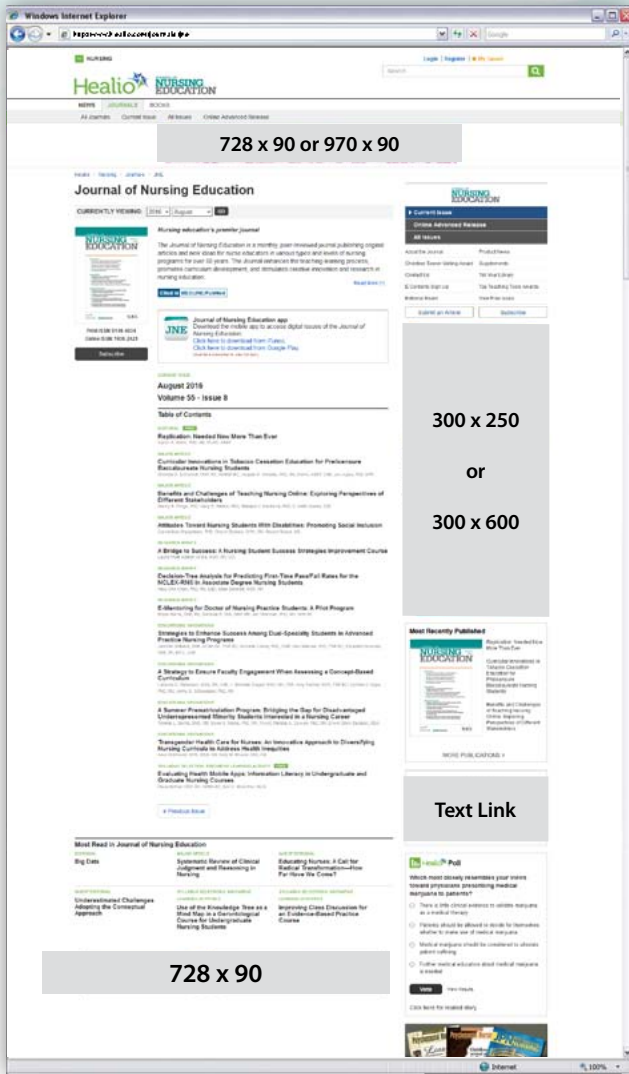
**34%** of readers hold a Doctoral Degree in Nursing

*Source: SLACK Incorporated, Journal of Nursing Education Readership Survey, June 2016*

## Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings in 2017:

BONUS DISTRIBUTION	ISSUE
IAGG 2017 World Congress of Gerontology and Geriatrics	July
National League for Nursing Education Summit (NLN)	August
American Psych Nurses Association (APNA)	October



# Digital Advertising

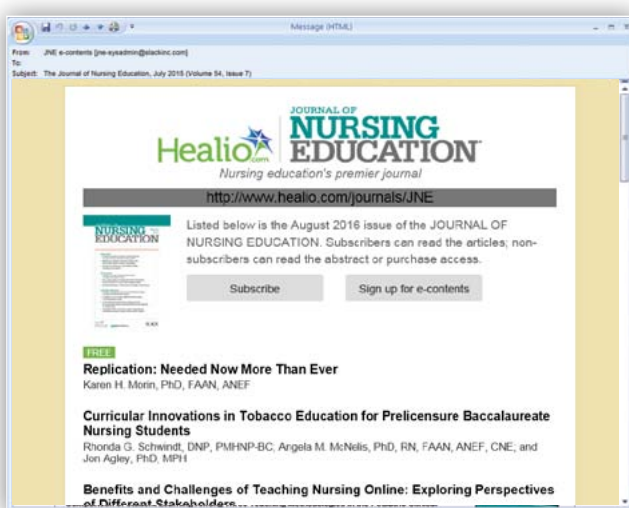
Advertise on Healio.com/JNE

**36,000** average monthly page views

Reach your target audience through any or all of our impactful ad placements.

**Over 85,000 impressions available each month!**

Banner ad campaigns priced on a CPM to accommodate any budget.



Exclusive email sponsorship opportunity:

**3,800** opt-in recipients

**36%** average open rate

Your ad will display in one prominent location

**Only \$530 per email**

Buy 3, Get 1 Free program available

## RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2017 for all advertisers.
2. **Earned Rates and Discounts:**
  - a) **Earned Rates:** Are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
  - b) **Agency Commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
  - c) **Cash Discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-White Rates:**

Frequency	One Page	1/2 Page	1/4 Page
1x	\$1,060	\$700	\$425
3x	1,020	640	395
6x	955	605	375
9x	920	595	365
12x	860	590	350

**Color:** In addition to earned black-and-white rates.

### Charge per color per page or fraction

Standard color	\$560
Matched color	\$765
Metallic color	\$1,020
Four color	\$1,530
Four color + PMS	\$2,040
Four color + metallic	\$2,550

4. **Bleed:** No charge
5. **Covers, Positions:**
  - a) **Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - b) **Special positions:** Facing table of contents: Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
  - a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
  - b) **Nursing Education Combination Discount:** Place the same product advertisement in the same month into both the JOURNAL OF NURSING EDUCATION and THE JOURNAL OF CONTINUING EDUCATION IN NURSING and receive a 50% discount off the cost of THE JOURNAL OF CONTINUING EDUCATION IN NURSING.
  - c) **FREE Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2017 and receive an additional ad of equal size and color in the same publication at no cost. \*Nursing Education Combination Discount and FREE Ad Program Discount cannot be combined.
  - d) **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
  - e) **When taking advantage of more than one discount program, discounts must be taken in the following order:**
    - Gross cost:**
      - 1) Less Combination Discount or FREE Ad Program
      - 2) Less SLACK Corporate Discount
      - 3) Less 15% Agency Discount
    - Equals net cost**
7. **Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.
8. **Online Advertising Rates:** Please contact your sales representative for more information.

## ISSUANCE AND CLOSING

9. **Established:** 1962

10. **Frequency:** Monthly
11. **Issue Dates:** First week of month of issue
12. **Mailing Date & Class:** Mails within the issue month; periodical class
13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January	12/1/2016	12/15/2016
February	1/3/2017	1/16/2017
March	2/1/2017	2/15/2017
April	3/1/2017	3/16/2017
May	4/3/2017	4/13/2017
June	5/1/2017	5/16/2017
July	6/1/2017	6/13/2017
August	7/5/2017	7/14/2017
September	8/1/2017	8/15/2017
October	9/1/2017	9/14/2017
November	10/2/2017	10/13/2017
December	11/1/2017	11/15/2017

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

14. **Supplemental Issues:** 2 per year with a special focus.
15. **General Editorial Direction:** The JOURNAL OF NURSING EDUCATION contains original articles and new ideas for nurse educators in various types and levels of nursing programs, with the aim of enhancing the teaching-learning process, promoting curriculum development, and stimulating creative innovation and research in nursing education.
16. **Average Issue Information (July '16 to June '17):**
  - a) **Average number of articles per issue:** 9
  - b) **Average article length:** 5-6 pages
  - c) **Editorial departments/features:**
    - Editorial
    - Educational Innovations
    - Research Briefs
    - Syllabus Selections
    - Letters to the Editor
17. **Origin of Editorial (July '15 to June '16):**
  - a) **Source:** Original contributions
  - b) **Staff written:** 0%
  - c) **Invited:** 5%
  - d) **Submitted:** 95%
  - e) **Peer-review:** Yes

## CIRCULATION

18. **Description of Circulation Parameters:** National and international nurse educators and faculty members involved in nursing education.
19. **Demographic Selection Criteria:**
  - a) **Prescribing:** N/A
  - b) **Circulation distribution:**
    - Controlled: 0%
    - Paid: 100%
  - c) **Paid information:**
    - Association members: None
    - Is publication received as part of dues? No
  - d) **Subscription rates:** U.S.: \$158/yr. outside the U.S.: add \$66/yr.
  - e) **Renewal rate:** Paid: 68.5%
  - f) **Association:** N/A



20. **Circulation Verification:**  
 a) **SRDS Sworn Statement:** July 2016  
 b) **Printer & Mailing House:** Sheridan Press

21. **Coverage:**  
 Instructor: 20%                      Dean: 12%  
 Associate Professor: 21%            Professor: 6%  
 Department Chairperson: 20%      Other: 21%

22. **Estimated total circulation for 2017:** 900

## GENERAL INFORMATION

23. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional products and service advertisers must submit ad copy two weeks prior to closing date.
24. **New Product Releases:** Yes
25. **Editorial Research:** N/A
26. **Ad Format and Placement Policy:**  
 a) **Format:**  
 1. between articles XX                      3. stacked \_\_\_\_  
 2. welled \_\_\_\_                                      4. within articles XX  
 b) **Are ads rotated?:** Yes
27. **Ad/Edit Information:** 20/80 Ad/Edit Ratio
28. **Value-Added Services:**  
 a) **Availability of mailing list:** Yes. Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.  
 b) **Bonus distribution**
29. **Full-Text Online:** JOURNAL OF NURSING EDUCATION offers full-text articles online at its Web site, **Healio.com/JNE**. This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
30. **Reprint Availability:** Yes; email reprints@healio.com.
31. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
32. **Indemnification of Publisher:** In the consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
33. **Competitor Information:** JOURNAL OF NURSING EDUCATION does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
34. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type, in ALL CAPS, at the center top of the ad.
35. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## INSERT INFORMATION

36. **Availability and Acceptance:**  
 a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.  
 b) **Acceptance:** A sample must be submitted to the Publisher for approval.
37. **Charges:** Furnished inserts are billed at the earned black-and-white space rate at frequency earned. Commissionable.

38. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to head.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

39. **Trimming:** Ship folded. Supply size: 8 1/4" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim 1/8".
40. **BRCs:**  
 a) **Pricing:** Contact your sales representative for prices.  
 b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75lb bulk or higher.
41. **Quantity:** Full run – 2,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
42. **Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

## AD REQUIREMENTS

43. **Available Advertising Unit Sizes:**

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15 3/4" x	10 3/8"	16 1/2" x	11 1/8"
Full Page	7 5/8" x	10 3/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 5/8" x	4 3/4"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 3/8" x	10 3/8"	4 1/8" x	11 1/8"
1/4 Page	3 5/8" x	5"		

Trim size of Journal: 8 1/8" x 10 7/8"

**\*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.**

To view thumbnails of ad spaces, visit **Healio.com/slackadspecs**.

44. **Paper Stock:**  
 a) **Inside pages:** 60# offset  
 b) **Covers:** 80# gloss
45. **Type of Binding:** Saddle-stitch
46. **Digital File Requirements:** For specifications, go to **Healio.com/slackadspecs**.  
**Color Proofs:** One proof, made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.  
 If only color lasers are furnished, color match on press cannot be guaranteed.  
**Note:** Spread ads should be sent as a one-page file.  
**Media:** CDs and DVDs. Ads will not be accepted via e-mail.
47. **Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

## CONTACT INFORMATION

**Insertion Orders and Ad Materials:**  
**Joyce Seville**  
 JOURNAL OF NURSING EDUCATION  
 6900 Grove Road  
 Thorofare, NJ 08086 USA  
 856-848-1000 x475  
 jseville@healio.com

**Send inserts and BRCs to:**  
**Lisa Harrold**  
 JOURNAL OF NURSING EDUCATION  
 Sheridan Press  
 450 Fame Avenue  
 Hanover, PA 17331