

The Journal of
**Continuing Education
in Nursing**[®] CONTINUING COMPETENCE
FOR THE FUTURE

Advertising/Sales Office

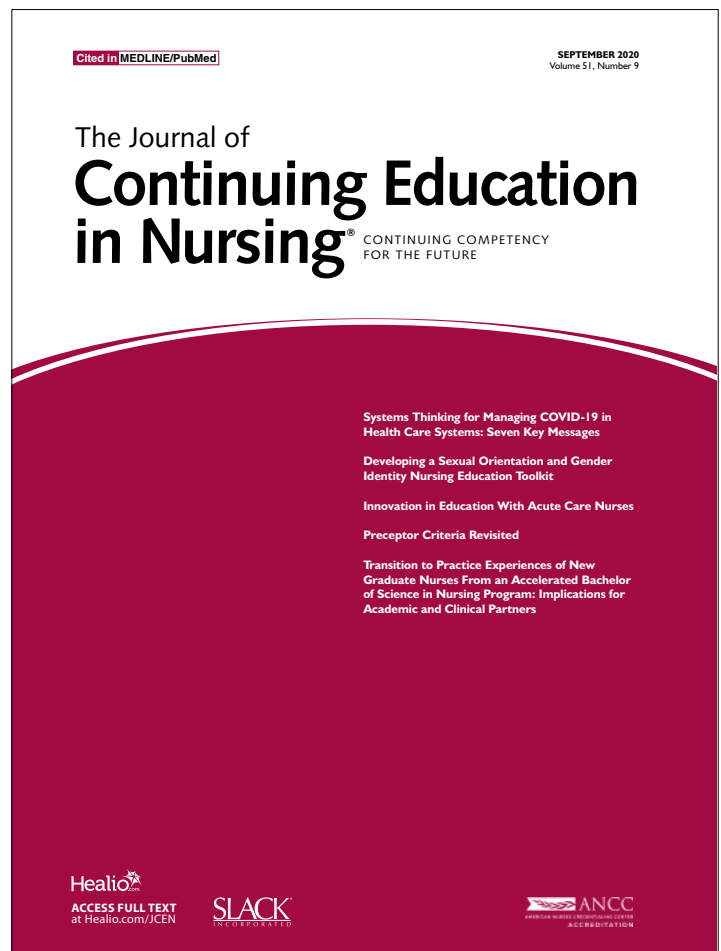
Business Development Strategist: Tara Kosmowsky
Director of Sales Administration: Carolyn Boerner

Publishing Office

Chief Operating Officer: John C. Carter
Senior Vice President: Stephanie Portnoy
Vice President, Editorial: Jennifer A. Kilpatrick, ELS
Director, Electronic Publishing and Production: Karen G. Stanwood, ELS
Executive Editor: Jaime Clayton, ELS
Director of Audience Development: Stephanie McHugh
Editor-in-Chief: Patricia S. Yoder-Wise, RN, EdD, NEA-BC, ANEF, FAAN

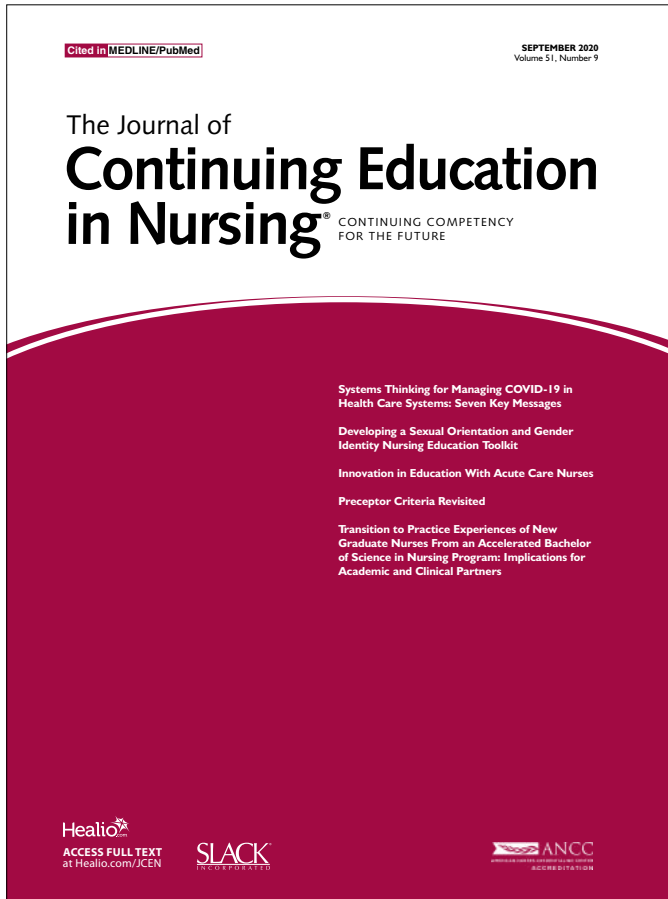
SLACK[®]
INCORPORATED
A Wyandotte Group Company

6900 Grove Road • Thorofare, New Jersey 08086-9447
800-257-8290 • 856-994-9909 • Fax 856-848-6091
Healio.com/JCEN



TO ADVERTISE, CONTACT:

Tara Kosmowsky
tkosmowsky@healio.com
856.994.9909 x399



THE JOURNAL OF CONTINUING EDUCATION IN NURSING: CONTINUING COMPETENCE FOR THE FUTURE is a popular monthly journal providing original, peer-reviewed articles on continuing nursing education. Directed toward all participants in continuing nursing education and staff development, the Journal features teaching tips, administrative angles, leadership and development, and clinical updates, as well as contact hours in each issue.

Subscribers will 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

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2021 for all advertisers.
2. **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	Full Page	½ Page	¼ Page
1x	\$965	\$645	\$395
3x	925	640	375
6x	900	590	370
12x	850	540	335

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 Earned 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 Healio and 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 2021 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 2021 will set a Corporate Discount to be taken off 2022 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 Healio Strategic Solutions 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:** January/February 1969
10. **Frequency:** Monthly

11. **Issue Dates:** First week of every month
12. **Mailing Date and Class:** Mails within the month of issue; periodical class
13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January	12/1/2020	12/9/2020
February	1/4/2021	1/11/2021
March	2/1/2021	2/9/2021
April	3/1/2021	3/9/2021
May	4/1/2021	4/9/2021
June	5/3/2021	5/11/2021
July	6/1/2021	6/8/2021
August	7/1/2021	7/12/2021
September	8/2/2021	8/9/2021
October	9/1/2021	9/9/2021
November	10/1/2021	10/8/2021
December	11/1/2021	11/8/2021

- 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. **Special issues:** Occasional
15. **General Editorial Direction:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING is a growing body of literature pertaining to the concerns of directors of staff development, coordinators and instructors of inservice education, and nurses engaged in adult education or university education to promote career competence.
16. **Average Issue Information:**
 - a) **Average number of articles per issue:** 5
 - b) **Average article length:** 6 pages
 - c) **Editorial departments and features:**
 - Administrative Angles
 - Teaching Tips
 - Leadership and Development
 - Clinical Updates
 - CE article and quiz
17. **Origin of Editorial:**
 - a) **Source:** Original contributions
 - b) **Staff written:** 0%
 - c) **Solicited:** 10%
 - d) **Submitted:** 90%
 - e) **Peer-review:** Yes

CIRCULATION

18. **Description of Circulation Parameters:**
 - Directors of Staff Development
 - Coordinators of Inservice Education
 - Directors of Nursing
 - Hospital and University Libraries
 - Institutions
 - Directors of Training
 - University Faculty in Continuing Education in Nursing
 - Adult Educators with Health Agencies
 - Nursing Homes
 - University Extension Departments of Nursing
 - Public Libraries in Metro Areas
19. **Demographic Selection Criteria**
 - a) **Prescribing:** Not Applicable
 - b) **Circulation distribution:**

Controlled: 0%
Paid: 100%
 - c) **Paid information:**

Association members: N/A
Is publication received as part of dues? No
 - d) **Subscription rates:** U.S.: \$164/yr.
outside the U.S.: add \$74/yr.

- e) **Renewal rate:** Paid: 65.4%
- f) **Associations:** N/A
- 20. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** June 2020
 - b) **Printer & Mailing House:** Sheridan Press
- 21. **Coverage:**
 - a) **Hospital-based:** 74%
 - b) **Nursing school:** 16%
 - c) **Community health agency:** 10%
- 22. **Estimated total circulation for 2021:** 450

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 product and service advertisers must submit ad copy two weeks prior to closing date.
- 24. **New Product Releases:** Yes
- 25. **Editorial Research:** No
- 26. **Ad Format and Placement Policy:**
 - a) **Format:**
 1. between articles XX
 2. welled _____
 3. stacked _____
 4. within articles XX
 - b) **Are ads rotated?:** Yes
- 27. **Ad/Edit Information:** 20/80 Ad/Edit Ratio
- 28. **Value-Added Services:**
 - a) **Bonus distribution**
- 29. **Full-Text Online:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING offers full-text articles online at its Web site, Healio.com/JCEN. 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 scsreprints@sheridan.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 consideration of publication of an advertisement, the advertiser and its 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's Information:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING 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 of the insert must be submitted to the Publisher for approval.
- 37. **Charges:** Furnished inserts billed at 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: 75 lb. bulk or higher.
- 41. **Quantity:** Approximately 750 (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. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.

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/adspecs.

- 44. **Paper Stock:**
 - a) **Inside pages:** 60# offset
 - b) **Covers:** 80# gloss
- 45. **Type of Binding:** Saddle-stitch
- 46. **Digital Ad Requirements:** For specifications go to Healio.com/adspecs.
 - 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.**
 - Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.
- 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:
Carolyn Boerner
 THE JOURNAL OF CONTINUING
 EDUCATION IN NURSING
 6900 Grove Road
 Thorofare, NJ 08086 USA
 856-994-9909 x323
cboerner@healio.com

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