

JOURNAL OF NURSING EDUCATION

Advertising/Sales Office

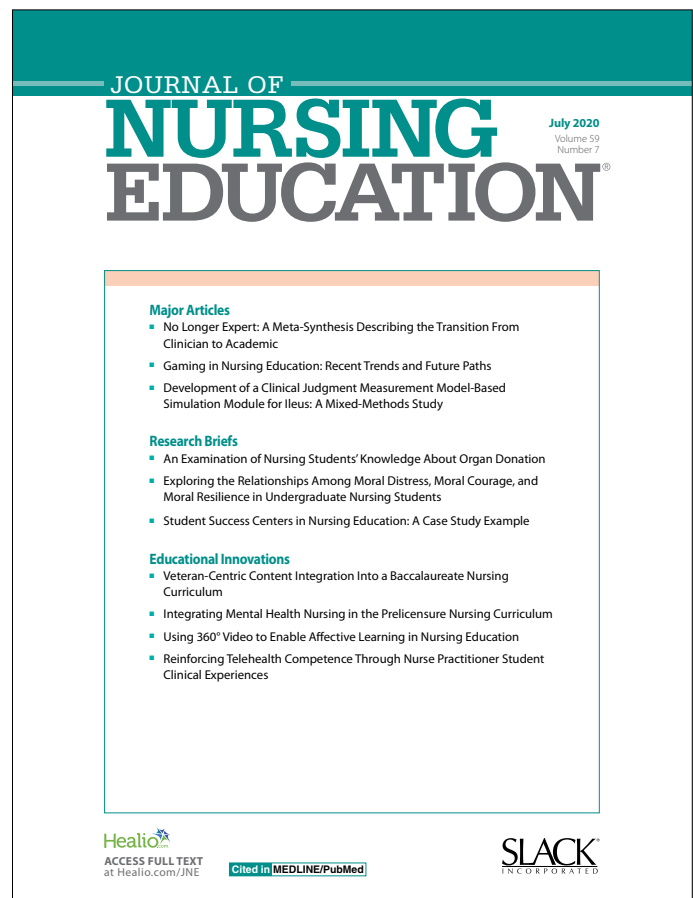
Business Development Strategist: Tara Kosmowsky
Director of Sales Administration: Carolyn Boerner

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: Amy Barton, PhD, RN, FAAN, ANEF

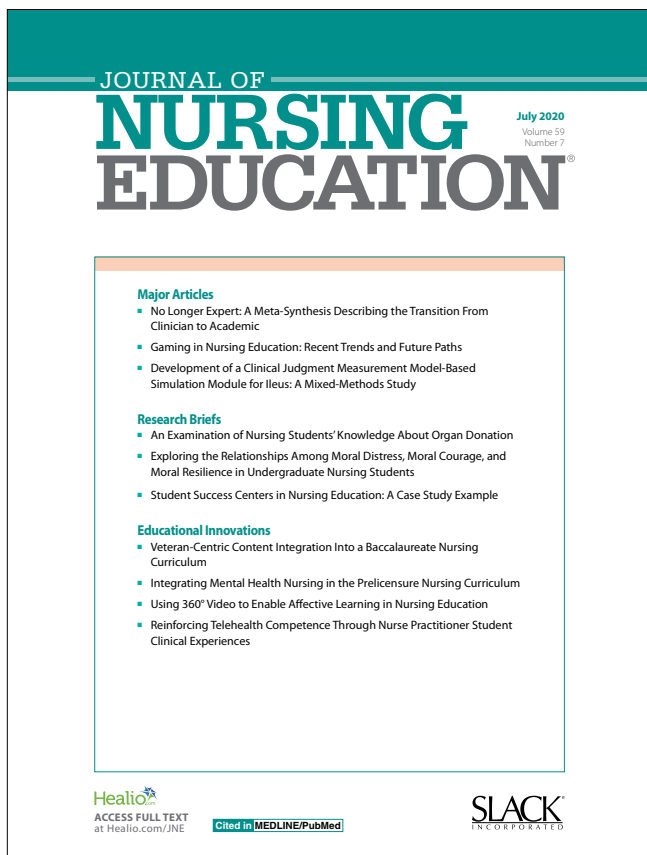
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TO ADVERTISE, CONTACT:

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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, quality improvement briefs, Methodology Corner, 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
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2020 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	\$1,120	\$745	\$455
3x	1,080	685	425
6x	1,015	640	405
9x	980	625	385
12x	915	620	365

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 Heilio 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:** 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	12/1/2020	12/14/2020
February	1/4/2021	1/13/2021
March	2/1/2021	2/12/2021
April	3/1/2021	3/15/2021
May	4/1/2021	4/13/2021
June	5/3/2021	5/13/2021
July	6/1/2021	6/10/2021
August	7/1/2021	7/14/2021
September	8/2/2021	8/10/2021
October	9/1/2021	9/14/2021
November	10/1/2021	10/12/2021
December	11/1/2021	11/10/2021

- 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. **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.
15. **Average Issue Information:**
 - a) **Average number of articles per issue:** 12
 - b) **Average article length:** 5-6 pages
 - c) **Editorial departments/features:**
 - Editorial
 - Educational Innovations
 - Research Briefs
 - Syllabus Selections
 - Letters to the Editor
 - Quality Improvement Briefs
 - Methodology Corner
16. **Origin of Editorial (July '17 to June '18):**
 - a) **Source:** Original contributions
 - b) **Staff written:** 0%
 - c) **Invited:** 5%
 - d) **Submitted:** 95%
 - e) **Peer-review:** Yes

CIRCULATION

17. **Description of Circulation Parameters:** National and international nurse educators and faculty members involved in nursing education.
18. **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.: \$175/yr. outside the U.S.: add \$74/yr.
 - e) **Renewal rate:** Paid: 68.5%
 - f) **Association:** N/A

