Advertising Rates And Specifications - 2020

Society Affiliation: National Association of School Nurses (NASN)

Readership profile: The Journal of School Nursing is read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses.

Editor: Julia Muennich Cowell, PhD, RNC, FAAN

The Journal of School Nursing (JOSN) publishes original research, reviews, and innovations in clinical policy and practice. The journal provides a forum with the aim of improving the health of school children and the school community. JOSN also contains contributions from areas such as epidemiology, health services research, and medicine. JOSN is peer-reviewed and is indexed in the Cumulative Index to Nursing & Allied Health Literature and Journal Citation Reports®.

JOSN is published by the National Association of School Nurses (NASN), the leading worldwide expert for school health services. NASN improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice. NASN also represents school nurses on national and federal committees which affect health services to children, supplies written and oral testimony to Congress about school health services on request, and advises members of federal legislation affecting school health services.

Journal Information

Print

Circulation: 16,800

Frequency: 6 times per year

Online

journals.sagepub.com/home/jsn

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservations</th>
<th>Materials closing</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>10-Dec-19</td>
<td>17-Dec-19</td>
<td>26-Dec-19</td>
</tr>
<tr>
<td>April</td>
<td>12-Feb-20</td>
<td>19-Feb-20</td>
<td>28-Feb-20</td>
</tr>
<tr>
<td>June</td>
<td>08-Apr-20</td>
<td>15-Apr-20</td>
<td>24-Apr-20</td>
</tr>
<tr>
<td>August</td>
<td>11-Jun-20</td>
<td>18-Jun-20</td>
<td>29-Jun-20</td>
</tr>
<tr>
<td>October</td>
<td>14-Aug-20</td>
<td>21-Aug-20</td>
<td>01-Sep-20</td>
</tr>
</tbody>
</table>

Print advertising rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$3,028</td>
<td>$2,972</td>
<td>$2,611</td>
<td>$2,482</td>
<td>$2,235</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,426</td>
<td>$2,420</td>
<td>$2,065</td>
<td>$1,962</td>
<td>$1,766</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,457</td>
<td>$1,427</td>
<td>$1,241</td>
<td>$1,241</td>
<td>$1,241</td>
</tr>
</tbody>
</table>

COVERAGE AND PREFERRED POSITION RATES (NON-CANCELABLE)

- Insiders Front Cover: Earned B&W rate + 35%
- Insiders Back Cover: Earned B&W rate + 25%
- Back Cover: Earned B&W rate + 50%
- Facing Table of Contents: Earned B&W rate + 30%
- Facing First Text Page: Earned B&W rate + 25%
- Other Specified Positions: Earned B&W rate + 15%

Additional Promotion Opportunities

- Belly band
- Cover tips
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event sponsorship:

NASN Annual Conference:
June 30 - July 3, 2020, Las Vegas, NV
**Digital Advertising**

**Website Banner Advertising:**
Interact with your audience online with a banner ad placed on a journal’s website.
- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper
  Lower middle, right of page

**High Impact Banner Solutions:**
Enhance your digital advertising with these rich media options
- Video, Scrolling, and Expandable Options
- Interstitial Banner Ad
- Sticky Banner

**Other Digital Solutions:**
- Email Marketing: eTocs and OnlineFirst Alert Sponsorships
- Webinars: a custom digital event package that includes promotion and event hosting
- Microsites: custom package to host your content and SAGE content in one place
- Sponsored Digital Editions: options include single article, full issue, or custom article compilations

See our Digital Advertising Ratecard or visit https://us.sagepub.com/en-us/nam/sage-digital-advertising for more information.

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**Policy and Guidelines**

Trim size: 8.125 x 10.875
Binding: Perfect Bind
All advertising is subject to NASN approval.
Ad dimensions are listed in inches.
All live copy should be no closer than 1/4” from trim.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7.625 x 10.375</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3.5 x 10.375</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7.5 x 5</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3.5 x 5</td>
</tr>
</tbody>
</table>

**REQUIREMENTS FOR ELECTRONIC DELIVERY**

**General Instructions**
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or greyscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

**Image Size/Crop**
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

**Proof Instructions**
- **Color Ads** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

**File Submission Instructions**
Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

**JOSN INSERTS**

**Tipped-in Inserts:**
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter.
All live copy should be no closer than 1/4” from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

**DIGITAL ADVERTISING DISCLAIMER:**
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

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**Contact Details**

**FOR DISPLAY AND CLASSIFIED ADVERTISING**
Sajeevi Henry
SAGE Publications
Fax: (805) 410-7010
Phone: (805) 410-7357
E-mail: sajeevi.henry@sagepub.com

**FOR ARTWORK DELIVERY**
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
E-mail: advertising@sagepub.com

**PRE-PRINTED INSERTS**
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

**FOR REPRINT AND SUPPLEMENT SALES**
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com