**2017 PRINT ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Display and Classified</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W 1 page</td>
<td>$2,405</td>
<td>$2,355</td>
<td>$2,050</td>
<td>$1,950</td>
<td>$1,755</td>
<td>$1,720</td>
<td>$1,545</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,925</td>
<td>$1,885</td>
<td>$1,640</td>
<td>$1,560</td>
<td>$1,405</td>
<td>$1,375</td>
<td>$1,240</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,155</td>
<td>$1,135</td>
<td>$985</td>
<td>$875</td>
<td>$790</td>
<td>$775</td>
<td>$695</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above) – $1,665

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

**2017 DEADLINES**

<table>
<thead>
<tr>
<th>Month</th>
<th>Space reservation due</th>
<th>Materials due</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>11/30/2016</td>
<td>12/7/2016</td>
<td>12/16/2016</td>
</tr>
<tr>
<td>April</td>
<td>2/6/2017</td>
<td>2/13/2017</td>
<td>3/23/2017</td>
</tr>
<tr>
<td>August</td>
<td>6/5/2017</td>
<td>6/12/2017</td>
<td>6/21/2017</td>
</tr>
<tr>
<td>October</td>
<td>8/7/2017</td>
<td>8/14/2017</td>
<td>8/23/2017</td>
</tr>
<tr>
<td>December</td>
<td>10/3/2017</td>
<td>10/10/2017</td>
<td>10/19/2017</td>
</tr>
</tbody>
</table>

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**HIGH-IMPACT PRINT OPPORTUNITIES**

- **Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.
- **Cover Tips:** An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands:** Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts:** Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

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**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Earned B&amp;W rate +</th>
<th>B&amp;W rate + 35%</th>
<th>B&amp;W rate + 25%</th>
<th>B&amp;W rate + 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facing Table Of Contents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**OTHER MARKETING OPPORTUNITIES**

**ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS**

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

**SUPPLEMENTS**

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

**TRANSLATED REGIONAL EDITIONS**

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**SPONSORED SUBSCRIPTIONS**

Target the mailing list of your choice by sponsoring subscriptions to the journal.
**GENERAL INFORMATION**

<table>
<thead>
<tr>
<th>FREQUENCY:</th>
<th>6 times/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT CIRCULATION:</td>
<td>10,297 Paid</td>
</tr>
<tr>
<td>PUBLISHER:</td>
<td>SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009</td>
</tr>
<tr>
<td>SOCIETY AFFILIATION:</td>
<td>American Psychiatric Nurses Association (APNA)</td>
</tr>
</tbody>
</table>

**ABOUT APNA:**
The American Psychiatric Nurses Association (APNA) was founded in 1986. In the ensuing 25 years, APNA has grown to be the largest professional membership organization committed to the specialty practice of psychiatric-mental health (PMH) nursing and wellness promotion, prevention of mental health problems, and the care and treatment of persons with psychiatric disorders.

**ABOUT THE JOURNAL**
*Journal of the American Psychiatric Nurses Association (JAPNA)* is a peer-reviewed journal designed to inform psychiatric nurses about important clinical and useful psychiatric care developments. Topics include practice challenges, new theories, and changes occurring in the field as well as in various subspecialties (such as chemical dependence, liaison nursing practice, child and adolescent mental health, marriage and family counseling, and gerontologic mental health).

**READERSHIP**
*JAPNA* readers consist of all members of the American Psychiatric Nurses Association plus individual psychiatric nurse subscribers. These readers are directly involved with patient care on a daily basis—administering and monitoring drug use and dosage, assessing, diagnosing and treating individuals with psychiatric problems disorders, and, in many cases, actually writing the prescription for the patient. The readership consists of 65% advance practice nurses, including Nurse Practitioners with prescriptive authority and Clinical Nurse Specialists, who have prescriptive authority in 37 of 50 states in psychiatric mental health nursing.
ADVERTISING OPPORTUNITIES WITH
JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION
Official Journal of the American Psychiatric Nurses Association
All Advertising subject to APNA approval.

2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>APNA 30th Annual Conference, October 19-22, Hartford CT</td>
<td>Contact your SAGE Representative</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

- **Non-Bleed Full page**: 7" w x 10" h
- **Non-Bleed ½ page horizontal**: 7" w x 4 7/8" h
- **Non-Bleed ½ page vertical**: 3 3/8" w x 10" h
- **Non-Bleed ¼ page vertical**: 3 3/8" w x 4 7/8" h
- **Bleed Live matter**: ¼” from trim
- **Linescreen**: 133-150

**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. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

**BIND-IN CARDS AND 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 ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

**POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS**

Final size of all BRCs must be 4 1/4" x 6".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

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.

CONTACT INFORMATION

**FOR DISPLAY AND CLASSIFIED ADVERTISING**

Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 490-7420
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

**FOR ARTWORK DELIVERY**

Katie Waters
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7219
Fax: (805) 410-7356
E-mail: advertising@sagepub.com

**PRE-PRINTED INSERTS**

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

**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