

ADVERTISING OPPORTUNITIES WITH
JOURNAL OF CORRECTIONAL HEALTH CARE
 Official Journal of the National Commission on Correctional Health Care



National Commission
on Correctional Health Care

All advertising subject to NCCHC approval.

2017 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

B&W	1x	4x	8x	12x
1 page	\$1,530	\$1,500	\$1,305	\$1,240
½ page	\$1,225	\$1,200	\$1,045	\$995
¼ page	\$735	\$720	\$630	\$595

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)..... \$1,135

AGENCY COMMISSION: 15%

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

2017 DEADLINES

January	
Space reservation due:	11/8/16
Materials due:	11/15/16
Inserts due:	11/28/16
April	
Space reservation due:	2/15/17
Materials due:	2/23/17
Inserts due:	3/6/17
July	
Space reservation due:	5/4/17
Materials due:	5/11/17
Inserts due:	5/22/17
October	
Space reservation due:	8/16/17
Materials due:	8/23/17
Inserts due:	9/1/17

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.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table of Contents	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover	Earned B&W rate + 50%	Other specified positions	Earned B&W rate + 15%

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.

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GENERAL INFORMATION

FREQUENCY: Quarterly

PRINT CIRCULATION: 900 Paid (including all members of the Academy of Correctional Health Professionals)

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: John R. Miles

AFFILIATION: National Commission on Correctional Health Care (NCCHC)

ABOUT NCCHC

The mission of the National Commission on Correctional Health Care is to improve the quality of health care in jails, prisons and juvenile confinement facilities. With support from the major national organizations representing the fields of health, law and corrections, NCCHC's leadership in setting standards for health services is widely recognized. Building on that foundation as a not-for-profit organization, NCCHC offers a broad array of resources to help correctional health care systems provide efficient, high quality care.

ABOUT THE JOURNAL

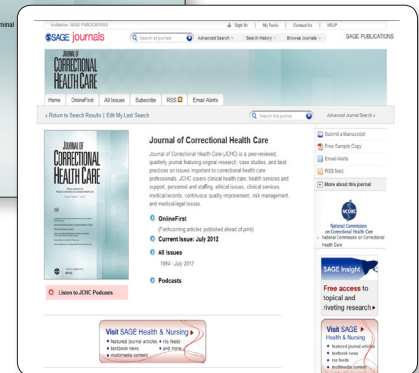
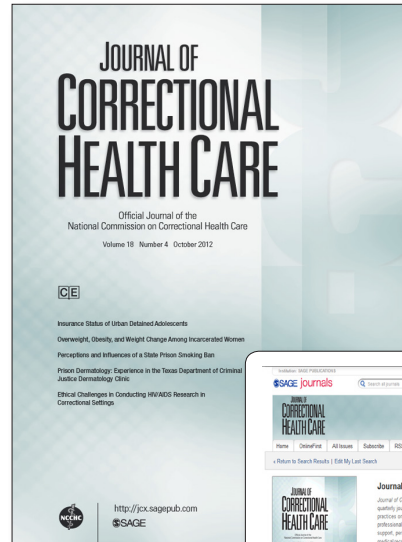
The *Journal of Correctional Health Care* is a national, peer-reviewed scientific journal that addresses correctional health care topics. It features original research, case studies, best practices, literature reviews and more to keep correctional health care professionals up-to-date on trends and developments important to their field. Among the topics addressed: health services administration, personnel and staffing, ethical issues, clinical and support services, medical records, continuous quality improvement, risk management and medical-legal issues.

READERSHIP

Readership consists of correctional health care professionals who want to stay informed about important research on health services administration and staffing, clinical and support services, medical technology, professional ethics, legal issues and other related topics. These health care professionals include:

- Allied Health Practitioners and Administrators
- Clinicians
- Health Care Researchers
- Medical Directors
- Mental Health Professionals
- Nurses
- Oral Health Professionals
- Physicians
- Public Health Professionals

The journal is sent as a benefit to members of the Academy of Correctional Health Professionals.



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ARTWORK SPECIFICATIONS

Trim Size: 7" w x 10" h

	Non-Bleed	Bleed
Full page:	6" w x 9" h	7 1/4" w x 10 1/4" h
1/2 page horizontal:	6" w x 4 1/2" h	
Live matter: 1/4" from trim		
Linescreen: 133-150		

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 grayscale 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 Public ations—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. 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 1/4" 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

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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:
Edwards Brothers
Attn: Grace Zyla
800 Edwards Drive
Lillington, NC 27546
Phone: (919) 639-9755

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