# 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>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W 1 page</td>
<td>$3,355</td>
<td>$3,285</td>
<td>$2,860</td>
<td>$2,715</td>
<td>$2,445</td>
</tr>
<tr>
<td>B&amp;W ½ page</td>
<td>$2,685</td>
<td>$2,630</td>
<td>$2,290</td>
<td>$2,175</td>
<td>$1,955</td>
</tr>
<tr>
<td>B&amp;W ¼ page</td>
<td>$1,610</td>
<td>$1,580</td>
<td>$1,375</td>
<td>$1,305</td>
<td>$1,175</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) $1,120

**Agency Commission:** 15%

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

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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)

- **Inside Front Cover:** Earned B&W rate + 35%
- **Inside 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%

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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.

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

- **Translating Journal Articles:** SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

- **Translation Services:** SAGE can also arrange for translation of reprints into the local language of your target audience.

- **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.

- **Supplement Topics:** All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

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# 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>12/27/2016</td>
<td>1/4/2017</td>
<td>1/13/2017</td>
</tr>
<tr>
<td>March</td>
<td>1/26/2017</td>
<td>2/2/2017</td>
<td>2/13/2017</td>
</tr>
<tr>
<td>May</td>
<td>3/29/2017</td>
<td>4/5/2017</td>
<td>4/14/2017</td>
</tr>
<tr>
<td>July</td>
<td>5/31/2017</td>
<td>6/7/2017</td>
<td>6/16/2017</td>
</tr>
<tr>
<td>August</td>
<td>6/28/2017</td>
<td>7/6/2017</td>
<td>7/17/2017</td>
</tr>
<tr>
<td>September</td>
<td>8/1/2017</td>
<td>8/8/2017</td>
<td>8/17/2017</td>
</tr>
<tr>
<td>October</td>
<td>8/29/2017</td>
<td>9/6/2017</td>
<td>9/15/2017</td>
</tr>
<tr>
<td>November</td>
<td>9/28/2017</td>
<td>10/5/2017</td>
<td>10/16/2017</td>
</tr>
<tr>
<td>December</td>
<td>10/26/2017</td>
<td>11/2/2017</td>
<td>11/13/2017</td>
</tr>
<tr>
<td><strong>GENERAL INFORMATION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
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</tr>
</tbody>
</table>

**FREQUENCY:** 12 times/year  

**PRINT CIRCULATION:** 4,320 Paid  

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

**SOCIETY AFFILIATION:** American Association of Occupational Health Nursing  

**EDITOR:** Dr. Joy E. Wachs  

**ABOUT AAOHN**  
AAOHN is a 6,000 member professional association dedicated to advancing the health, safety, and productivity of workforces by providing education, research, public policy, and practice resources for occupational and environmental health nurses. These professionals are the largest group of health care providers serving the worksite, who provide business compatible solutions that result in enhanced employee health and productivity and decreased healthcare costs. OHNs roles are as diverse as clinicians to educators, case managers to corporate directors and consultants, with increased responsibility in the company worksites they oversee.  

**ABOUT THE JOURNAL**  
*Workplace, Health & Safety: Promoting Environments Conducive to Well-Being and Productivity* is the official publication of the American Association of Occupational Health Nursing, Inc. (AAOHN). It is a scientific peer-reviewed journal. Its purpose is to support and promote the practice of occupational and environmental health nurses by providing leading edge research findings and evidence-based clinical practices. It publishes articles that span the range of issues facing occupational and environmental health professionals, including emergency and all-hazard preparedness, health promotion, safety, productivity, environmental health, case management, workers’ compensation, business and leadership, compliance and information management.  

**READERSHIP**  
Workplace Health & Safety is read by occupational and environmental nurse professionals, including: clinicians, educators, nurse practitioners, case managers, corporate directors, consultants, as well as by all the members of the American Association of Occupational Health Nurses.
ARTWORK SPECIFICATIONS

Trim Size: 8 1/4" w x 10 7/8" h

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7” w x 10” h</td>
<td>8 1/2” w x 11 1/8” h</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼” 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 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. 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
Kristi Kenning
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7639
Fax: (805) 375-5282
E-mail: kristi.kenning@sagepub.com

FOR ARTWORK DELIVERY
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: aline.lis@sagepub.com

FOR 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: (800) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com