

# ADVERTISING OPPORTUNITIES WITH NATIONAL ASSOCIATION OF SCHOOL NURSES

All advertising subject to NASN approval.



## THE JOURNAL OF SCHOOL NURSING 2017 ADVERTISING RATES

### DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x
1 page	\$2,690	\$2,635	\$2,320	\$2,205	\$1,985
½ page	\$2,150	\$2,110	\$1,835	\$1,745	\$1,570
¼ page	\$1,290	\$1,265	\$1,100	n/a	n/a

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:** Full page 4-Color charge (in addition to B&W rate above)..... \$1,125

**AGENCY COMMISSION:** 15%

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

## NASN SCHOOL NURSE 2017 ADVERTISING RATES

### DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x
1 page	\$2,690	\$2,635	\$2,320	\$2,205	\$1,985
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## 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.

### SPONSORED SUBSCRIPTIONS

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

### 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.

## THE JOURNAL OF SCHOOL NURSING 2017 DEADLINES

### February

Space reservation due:	12/19/16
Materials due:	12/28/17
Inserts due:	1/9/17

### April

Space reservation due:	2/17/17
Materials due:	2/27/17
Inserts due:	3/8/17

### June

Space reservation due:	4/14/17
Materials due:	4/21/17
Inserts due:	5/2/17

### August

Space reservation due:	6/15/17
Materials due:	6/22/17
Inserts due:	7/3/17

### October

Space reservation due:	8/16/17
Materials due:	8/23/17
Inserts due:	9/1/17

### December

Space reservation due:	10/13/17
Materials due:	10/20/17
Inserts due:	10/31/17

## NASN SCHOOL NURSE 2017 DEADLINES

### January

Space reservation due:	11/17/17
Materials due:	11/28/17
Inserts due:	12/7/17

### March

Space reservation due:	1/17/17
Materials due:	1/24/17
Inserts due:	2/2/17

### May

Space reservation due:	3/16/17
Materials due:	3/23/17
Inserts due:	4/3/17

### July

Space reservation due:	5/16/17
Materials due:	5/23/17
Inserts due:	6/2/17

### September

Space reservation due:	7/17/17
Materials due:	7/24/17
Inserts due:	8/2/17

### November

Space reservation due:	9/18/17
Materials due:	9/25/17
Inserts due:	10/4/17

# ADVERTISING OPPORTUNITIES WITH NATIONAL ASSOCIATION OF SCHOOL NURSES

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## GENERAL INFORMATION

### ABOUT NASN

The leading worldwide expert for school health services, the National Association of School Nurses (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.

In addition, NASN supplies written and oral testimony to Congress about school health services on request and advises members of federal legislation affecting school health services.

### READERSHIP PROFILE

*The Journal of School Nursing* and *NASN School Nurse* are read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses.

### FOR INFORMATION REGARDING EDUCATIONAL SPONSORSHIP OPPORTUNITIES, GRANT REQUESTS, ETC., PLEASE CONTACT

Jon Lemich

National Association of School Nurses  
1100 Wayne Avenue, Suite 925  
Silver Spring, MD 20910  
Direct line: (240) 247-1650  
Email: [jlemich@nasn.org](mailto:jlemich@nasn.org)

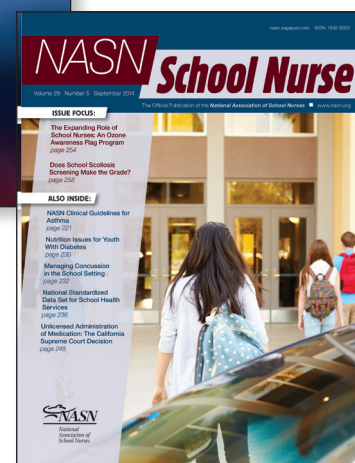
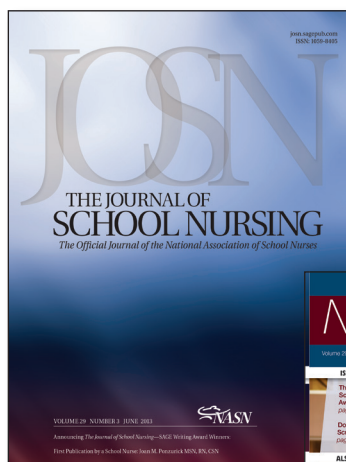
### ABOUT THE JOURNAL OF SCHOOL NURSING

*The Journal of School Nursing* 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. *The Journal of School Nursing* also contains contributions from areas such as epidemiology, health services research and medicine.

*JOSN* is peer-reviewed and is the official research journal of the National Association of School Nurses. It is indexed in the Cumulative Index to Nursing & Allied Health Literature and Journal Citation Reports®.

**FREQUENCY:** 6 times/year

**CIRCULATION:** 16,400 Paid



### ABOUT NASN SCHOOL NURSE

*NASN School Nurse* is a bimonthly peer-reviewed nursing journal that covers the field of school nursing. It was established in 2001 and publishes evidence-based clinical resource articles related to the broad scope of school nursing practice. The editorial board selects issue themes for feature articles while also providing regular sections such as asthma/allergies, diabetes/endocrine, healthy lifestyles, immunizations/ infectious disease, political/legal issues, screenings/referral, and special needs.

**FREQUENCY:** 6 times/year

**CIRCULATION:** 16,560 Paid

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## 2017 SPECIAL EVENTS AND OPPORTUNITIES

ISSUE	EVENT AND OPPORTUNITY	DETAILS
	NASN Annual Conference, June 30 -July 3, 2017 - San Diego, CA	NEW - Electronic Bonus Distribution! Contact SAGE Representative for details
November	AD PERCEPTION READER SURVEY	FREE AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger

## ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h  
Binding: JOSN: Perfect bound  
NASN School Nurse: Saddle-stitched

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" 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 Publications—[www.swop.org](http://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.

#### JOSN 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 for minimum weight and 110# coated stock is the maximum.

#### NASN SCHOOL NURSE INSERTS

##### Tipped-in Inserts:

All tipped inserts must be provided pre-trimmed to the sizes specified below.  
2 page insert - 8 1/4" w x 11 1/8" h  
4 page insert - 16 1/2" w x 11 1/8" h. Must be provided pre-folded in half.  
8 page insert - 2 forms of 16 1/2" w x 11 1/8" h each. Must be provided pre-glued or pre-stapled.

Minimum size acceptable for tipped inserts: 5" w x 7" h

##### Center Spread Inserts

(only one available per issue - please call for availability):

Minimum of 4 page Insert availability

4 page Insert - 16 7/8" w x 11 1/8" h (pre-trimmed).

Left side of form should be 8 1/4" (Includes the 1/8" for trim), right side of form should be 8 8/8" w x 11 1/8" h.

**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

Steve Clark  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7078  
Fax: (805) 375-5282  
E-mail: [steve.clark@sagepub.com](mailto:steve.clark@sagepub.com)

#### FOR ARTWORK DELIVERY

Sajeevi Henry  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7356  
Fax: (805) 410-7009  
E-mail: [advertising@sagepub.com](mailto: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](mailto:reprint@sagepub.com)