Advertising Rates And Specifications - 2018

Society Affiliation: American Association of Occupational Health Nursing (AAOHN)

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

Workplace, Health & Safety (WHS): 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 practice.

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.

Journal Information

Print

Circulation: 4,400

Frequency: This journal is published 12 times per year

Print distribution

Europe: 5%

North America: 99%

Online

http://journals.sagepub.com/home/whs

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>28-Nov-17</td>
<td>05-Dec-17</td>
<td>14-Dec-17</td>
</tr>
<tr>
<td>February</td>
<td>27-Dec-17</td>
<td>04-Jan-18</td>
<td>16-Jan-18</td>
</tr>
<tr>
<td>March</td>
<td>26-Jan-18</td>
<td>02-Feb-18</td>
<td>13-Feb-18</td>
</tr>
<tr>
<td>April</td>
<td>01-Mar-18</td>
<td>08-Mar-18</td>
<td>19-Mar-18</td>
</tr>
<tr>
<td>May</td>
<td>29-Mar-18</td>
<td>05-Apr-18</td>
<td>16-Apr-18</td>
</tr>
<tr>
<td>June</td>
<td>27-Apr-18</td>
<td>04-May-18</td>
<td>15-May-18</td>
</tr>
<tr>
<td>July</td>
<td>31-May-18</td>
<td>07-Jun-18</td>
<td>18-Jun-18</td>
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<tr>
<td>August</td>
<td>28-Jun-18</td>
<td>06-Jul-18</td>
<td>17-Jul-18</td>
</tr>
<tr>
<td>September</td>
<td>01-Aug-18</td>
<td>08-Aug-18</td>
<td>17-Aug-18</td>
</tr>
<tr>
<td>October</td>
<td>29-Aug-18</td>
<td>06-Sep-18</td>
<td>17-Sep-18</td>
</tr>
<tr>
<td>November</td>
<td>28-Sept-18</td>
<td>05-Oct-18</td>
<td>16-Oct-18</td>
</tr>
<tr>
<td>December</td>
<td>26-Oct-18</td>
<td>02-Nov-18</td>
<td>13-Nov-18</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>$3,355</td>
<td>$3,285</td>
<td>$2,860</td>
<td>$2,715</td>
<td>$2,445</td>
</tr>
<tr>
<td>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>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: Full page 4-Color charge (in addition to B&W rate above) ...............$1,120

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35% + 30% Color</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25% + 30% Color</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned B&amp;W rate + 30% + 30% Color</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25% + 30% Color</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50% + 30% Color</td>
</tr>
</tbody>
</table>

Other Promotional Opportunities

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

AAOHN 2018 National Conference April 16-19, 2018
Contact Details

FOR DISPLAY AND CLASSIFIED ADVERTISING
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FOR ARTWORK DELIVERY
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 375-5282
Fax: (805) 410-7639
E-mail: aline.lis@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) 365-7781 ext. 8145
E-mail: reprint@sagepub.com

FOR REPRINT AND SUPPLEMENT SALES
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 375-5282
Fax: (805) 410-7639
E-mail: reprint@sagepub.com

Digital advertising solutions:
- 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

Digital ad upgrades:
- Rich media: include active images or text
- Expandability: upgrade any ads to expand over or push down content
- Video: upgrade any ads with embedded video for greater engagement
- Form/lead capture: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- Webinars: a custom digital event package that includes promotion and event hosting
- eTOC alerts: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- Content gateways: 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

Digital advertising solutions:

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.

WHIS 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.

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