

The Journal of
**Continuing Education
in Nursing**[®] CONTINUING COMPETENCE
FOR THE FUTURE

Advertising/Sales Office

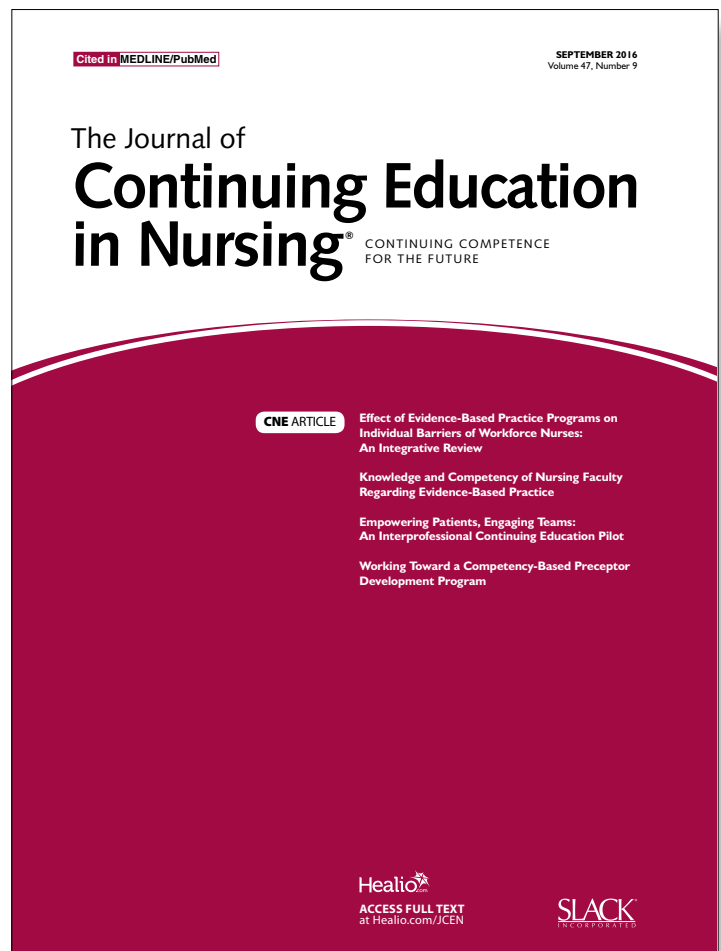
National Account Manager: Jaimie Byers
Sales Administrator: Joyce Seville

Publishing Office

Chief Operating Officer: John C. Carter
Senior Vice President: Stephanie Portnoy
Vice President, Editorial: Jennifer A. Kilpatrick, ELS
Editorial Director: Karen G. Stanwood, ELS
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Circulation Manager: John Kain
Editor-in-Chief: Patricia S. Yoder-Wise, RN, EdD, NEA-BC, ANEF, FAAN

SLACK[®]
INCORPORATED
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Healio.com/JCEN



TO ADVERTISE, CONTACT:

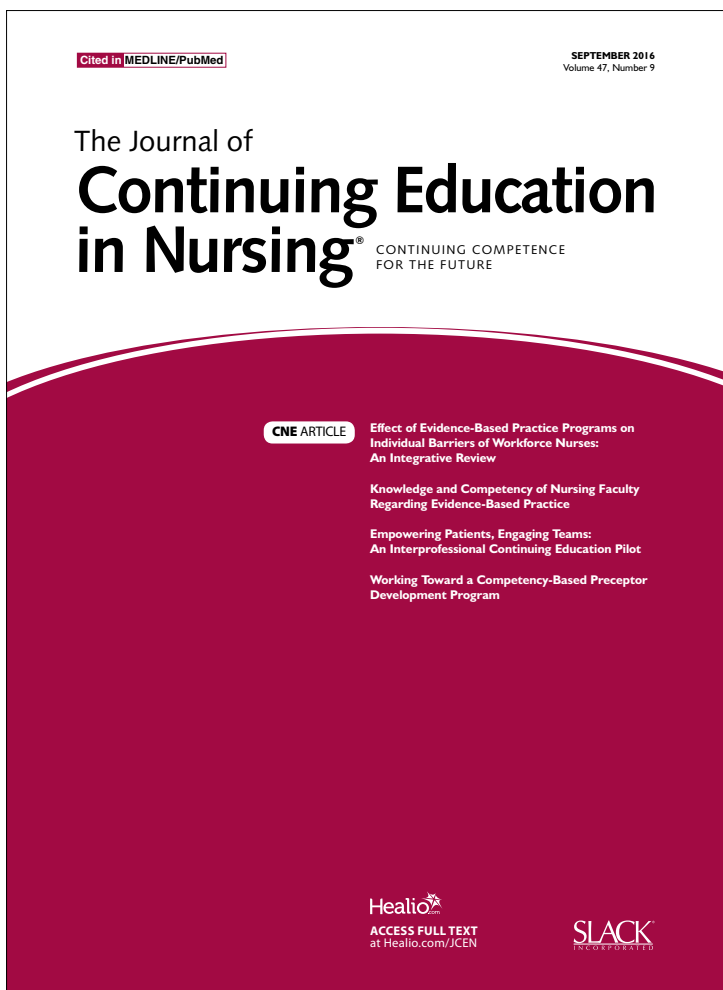
Jaimie Byers

jbyers@healio.com

856-848-1000 x258

The Journal of Continuing Education in Nursing[®]

CONTINUING COMPETENCE
FOR THE FUTURE



THE JOURNAL OF CONTINUING EDUCATION IN NURSING: CONTINUING COMPETENCE FOR THE FUTURE is a popular monthly journal providing original, peer-reviewed articles on continuing nursing education. Directed toward all participants in continuing nursing education and staff development, the Journal features teaching tips, administrative angles, leadership and development, and clinical updates, as well as contact hours in each issue.

Subscribers will also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials

With 100% paid circulation, your message will be seen by high-interest readers — offering an efficient and effective way to communicate to your target audience.

Give your ad the high exposure it deserves:

83% of readers spend 30 minutes or more looking at the JOURNAL OF CONTINUING EDUCATION IN NURSING.

46% of readers share selected articles with others.

46% of readers hold a Master's or Doctoral Degree in Nursing.

Source: SLACK Incorporated, THE JOURNAL OF CONTINUING EDUCATION IN NURSING Readership Survey, June 2016

Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major nursing meetings in 2017:

BONUS DISTRIBUTION	ISSUE
IAGG 2017 World Congress of Gerontology and Geriatrics	July
National League for Nursing Education Summit (NLN)	August
American Psychiatric Nurses Association (APNA)	October

Digital Advertising

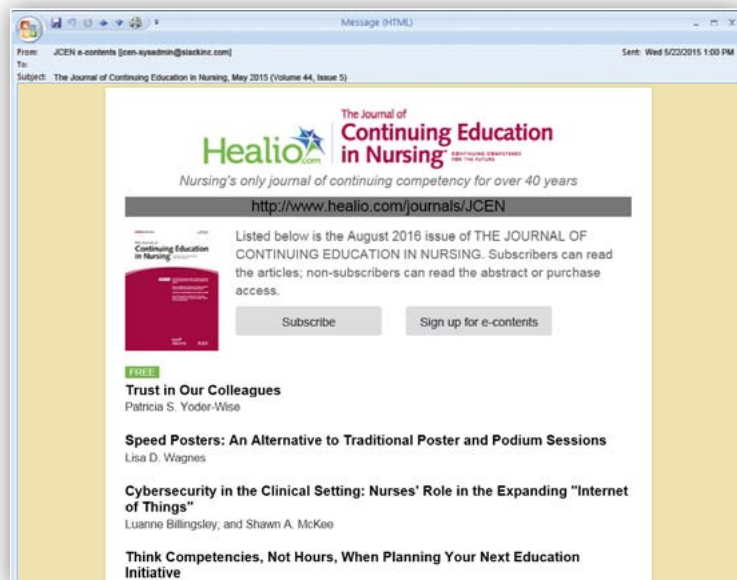
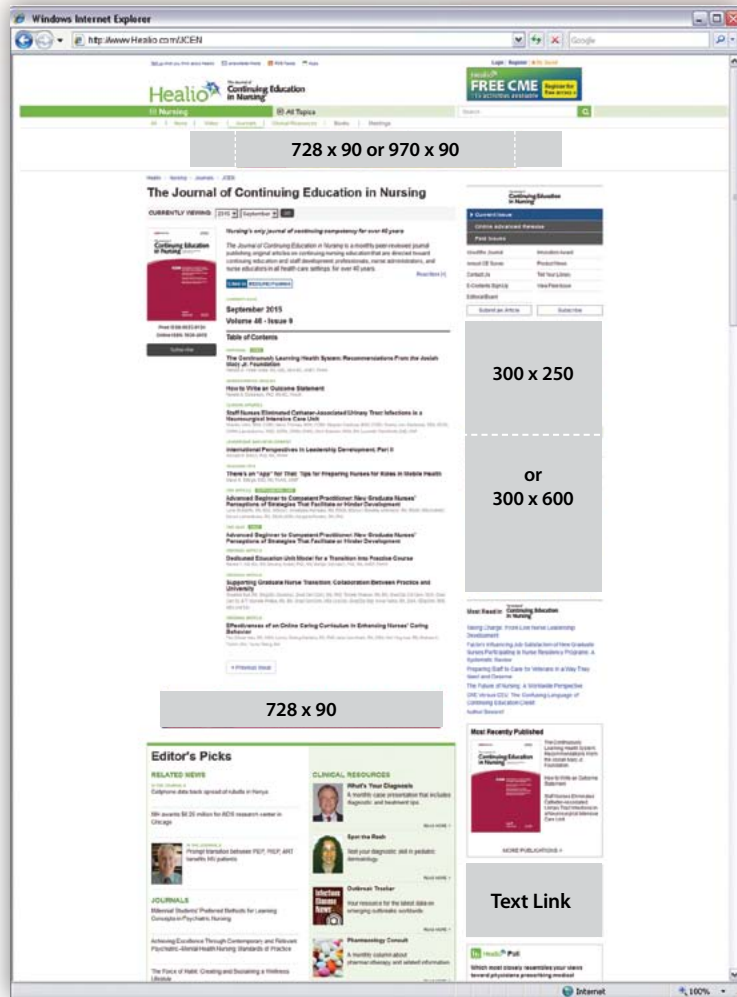
Advertise on **Healio.com/JCEN**

23,500 average monthly page views

Reach your target audience through any or all of our impactful ad placements.

Over 54,500 impressions available each month!

Banner ad campaigns priced on a CPM to accommodate any budget.



Exclusive email sponsorship opportunity:

3,000 opt-in recipients

58% average open rate

Your ad will display in one prominent location

Only \$330 per email

Buy 3, Get 1 Free program available

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2017 for all advertisers.
2. **Rates and Discounts:**
 - a) **Earned rates:** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
 - c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-White Rates:**

Frequency	Full Page	½ Page	¼ Page
1x	\$905	\$610	\$370
3x	870	605	360
6x	850	560	355
12x	805	510	320

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction

Standard color	\$560
Matched color	\$765
Metallic color	\$1,020
Four color	\$1,530
Four color + PMS	\$2,040
Four color + metallic	\$2,550

4. **Bleed:** No charge
5. **Covers, Positions:**
 - a) **Covers:**

Second cover: Earned b/w rate plus 25%. Color additional.
Third cover: Earned b/w rate plus 15%. Color additional.
Fourth cover: Earned b/w rate plus 50%. Color additional.
 - b) **Special positions:**

Facing table of contents: Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
 - a) **Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
 - b) **Nursing Education Combination Discount:** Place the same product advertisement in the same month into both the JOURNAL OF NURSING EDUCATION and THE JOURNAL OF CONTINUING EDUCATION IN NURSING and receive a 50% discount off the cost of THE JOURNAL OF CONTINUING EDUCATION IN NURSING.
 - c) **Free Ad Program: Buy 2, Get 1 Free.** Purchase two ads any time during 2017 and receive an additional ad of equal size and color in the same publication at no cost. **Nursing Education Combination Discount and FREE Ad Program Discount cannot be combined.*
 - d) **Corporate discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
 - e) **When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross cost:

 - 1) Less Combination Discount or FREE Ad Program
 - 2) Less SLACK Corporate Discount
 - 3) Less 15% Agency Discount

Equals net cost
7. **Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.
8. **Online Advertising Rates:** Please contact your sales representative for more information.

ISSUANCE AND CLOSING

9. **Established:** January/February 1969
10. **Frequency:** Monthly

11. **Issue Dates:** First week of every month
12. **Mailing Date and Class:** Mails within the month of issue; periodical class
13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January	12/1/2016	12/15/2016
February	1/3/2017	1/11/2017
March	2/1/2017	2/13/2017
April	3/1/2017	3/14/2017
May	4/3/2017	4/11/2017
June	5/1/2017	5/11/2017
July	6/1/2017	6/9/2017
August	7/5/2017	7/11/2017
September	8/1/2017	8/10/2017
October	9/1/2017	9/12/2017
November	10/2/2017	10/10/2017
December	11/1/2017	11/8/2017

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

14. **Special issues:** Occasional
15. **General Editorial Direction:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING is a growing body of literature pertaining to the concerns of directors of staff development, coordinators and instructors of inservice education, and nurses engaged in adult education or university education to promote career competence.
16. **Average Issue Information:**
 - a) **Average number of articles per issue:** 5
 - b) **Average article length:** 6 pages
 - c) **Editorial departments and features:**
 - Administrative Angles
 - Teaching Tips
 - Leadership and Development
 - Clinical Updates
 - CE article and quiz
17. **Origin of Editorial:**
 - a) **Source:** Original contributions
 - b) **Staff written:** 0%
 - c) **Solicited:** 10%
 - d) **Submitted:** 90%
 - e) **Peer-review:** Yes

CIRCULATION

18. **Description of Circulation Parameters:**
 - Directors of Staff Development
 - Coordinators of Inservice Education
 - Directors of Nursing
 - Hospital and University Libraries
 - Institutions
 - Directors of Training
 - University Faculty in Continuing Education in Nursing
 - Adult Educators with Health Agencies
 - Nursing Homes
 - University Extension Departments of Nursing
 - Public Libraries in Metro Areas
19. **Demographic Selection Criteria**
 - a) **Prescribing:** Not Applicable
 - b) **Circulation distribution:**

Controlled: 0%
Paid: 100%
 - c) **Paid information:**

Association members: N/A
Is publication received as part of dues? No
 - d) **Subscription rates:** U.S.: \$149/yr.
outside the U.S.: add \$66/yr.

- e) **Renewal rate:** Paid: 65.4%
- f) **Associations:** N/A

20. Circulation Verification:

- a) **SRDS Sworn Statement:** July 2016
- b) **Printer & Mailing House:** Sheridan Press

21. Coverage:

- a) **Hospital-based:** 74%
- b) **Nursing school:** 16%
- c) **Community health agency:** 10%

22. Estimated total circulation for 2017: 400

GENERAL INFORMATION

23. Requirements for Advertising Acceptance: Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

24. New Product Releases: Yes

25. Editorial Research: No

26. Ad Format and Placement Policy:

- a) **Format:**
 - 1. between articles XX
 - 2. welled _____
 - 3. stacked _____
 - 4. within articles XX
- b) **Are ads rotated?:** Yes

27. Ad/Edit Information: 20/80 Ad/Edit Ratio

28. Value-Added Services:

- a) **Bonus distribution**

29. Full-Text Online: THE JOURNAL OF CONTINUING EDUCATION IN NURSING offers full-text articles online at its Web site, Healio.com/JCEN. This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

30. Reprint Availability: Yes; email reprints@healio.com.

31. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

32. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and its agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

33. Competitor's Information: THE JOURNAL OF CONTINUING EDUCATION IN NURSING does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

34. Advertorials: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type, in ALL CAPS, at the center top of the ad.

35. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

36. Availability and Acceptance:

- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

37. Charges: Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.

38. Sizes and Specifications: All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to head.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

39. Trimming: Ship folded. Supply size: 8 1/4" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim 1/8".

40. BRCs:

- a) **Pricing:** Contact your sales representative for prices.
- b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

41. Quantity: Approximately 1,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

42. Shipping: Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

AD REQUIREMENTS

43. Available Advertising Unit Sizes:

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15 3/4"	x 10 3/8"	16 1/2"	x 11 1/8"
Full Page	7 5/8"	x 10 3/8"	8 3/8"	x 11 1/8"
1/2 Page (Horizontal)	7 5/8"	x 4 3/4"	8 3/8"	x 5 1/2"
1/2 Page (Vertical)	3 3/8"	x 10 3/8"	4 1/8"	x 11 1/8"
1/4 Page	3 3/8"	x 5"		

Trim size of Journal: 8 1/8" x 10 7/8"

***Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.**

To view thumbnails of ad spaces, visit Healio.com/slackadspecs.

44. Paper Stock:

- a) **Inside pages:** 60# offset
- b) **Covers:** 80# gloss

45. Type of Binding: Saddle-stitch

46. Digital Ad Requirements: For specifications go to Healio.com/slackadspecs.

Color Proofs: One proof, made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed. Note: Spread ads should be sent as a one-page file.

Media: CDs and DVDs. Ads will not be accepted via email.

47. Digital Materials: Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

Insertion Orders and Ad Materials:

Joyce Seville
 THE JOURNAL OF CONTINUING
 EDUCATION IN NURSING
 6900 Grove Road
 Thorofare, NJ 08086 USA
 856-848-1000 x475
 jseville@healio.com

Send inserts and BRCs to:

Lisa Harrold
 THE JOURNAL OF CONTINUING
 EDUCATION IN NURSING
 Sheridan Press
 450 Frame Avenue
 Hanover, PA 17331