

Research in GERONTOLOGICAL NURSING

Advertising/Sales Office

National Account Manager: Jaimie Byers
Sales Administrator: Joyce Seville

Publishing Office

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Vice President, Editorial: Jennifer A. Kilpatrick, ELS
Editorial Director: Karen G. Stanwood, ELS
Executive Editor: Aileen Wiegand, ELS
Circulation Manager: John Kain
Editor: Christine R. Kovach, PhD, RN, FAAN, FGSA



6900 Grove Road • Thorofare, New Jersey 08086-9447
800-257-8290 • 856-848-1000 • Fax 856-848-6091
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Research in GERONTOLOGICAL NURSING®

JULY/AUGUST 2016 | Volume 9, Number 4

Describing Older Adults' Awareness of Fall Risk Using Situation Awareness Research Techniques: A Pilot Study

Overlooking Informal Dementia Caregivers' Burden

Patient Preferences for Information on Post-Acute Care Services

Performance and Usability of Tablet Computers by Family Caregivers in the United States and China

CareHeroes Web and Android™ Apps for Dementia Caregivers: A Feasibility Study

Healio ACCESS FULL TEXT at Healio.com/RGN Cited in MEDLINE/PubMed

SLACK
INCORPORATED

TO ADVERTISE, CONTACT:

Jaimie Byers

jbyers@healio.com

856-848-1000 x258

Research in GERONTOLOGICAL NURSING



RESEARCH IN GERONTOLOGICAL NURSING is a forum for disseminating peer-reviewed, interdisciplinary, cutting-edge gerontological nursing research and theory to investigators, educators, academicians, clinicians and policymakers involved with older adults in all health care settings.

The Journal publishes manuscripts reporting research, theory, integrative and systematic reviews, instrument development and research methods. It also includes **Research Briefs** and **Focus on Methods** papers, all of which aim to improve the wellness and quality of care of the older adult population.

Subscribers 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
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

Put your message in the hands of high-interest paid subscribers

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

Give your ad the high exposure it deserves:

57% of readers hold a Doctoral Degree in Nursing.

34% of readers share selected articles with others.

**Source: SLACK Incorporated, RESEARCH IN GERONTOLOGICAL NURSING, 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	May/June
National League for Nursing Education Summit (NLN)	July/August
American Psych Nurses Association (APNA)	September/October

Receive 6 free ads with the Gerontological Connection Discount

Sign a 12x contract in the JOURNAL OF GERONTOLOGICAL NURSING (more than 1,400 paid subscribers) and receive 6 free ads (one in each issue) in RESEARCH IN GERONTOLOGICAL NURSING.



Digital Advertising

Advertise on [Healio.com/RGN](http://www.healio.com/RGN)

3,400 average monthly page views

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

Over 8,500 impressions available each month!

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

The screenshot shows the website interface with several ad spots. At the top, a banner ad is labeled "728 x 90 or 970 x 90". Below the main content area, there are two vertical ad spots: one labeled "300 x 250" and another labeled "300 x 600". At the bottom of the page, there is a "Text Link" ad spot labeled "728 x 90". The website content includes the journal title, current issue information, a table of contents, and a list of articles.

The screenshot shows an email message with a yellow background. It features the journal logo and name, the URL <http://www.healio.com/journals/RGN>, and a list of articles from the July/August 2016 issue. Below the list, there are two buttons: "Subscribe" and "Sign up for e-contents".

Exclusive email sponsorship opportunity:

1,400 opt-in recipients

35% average open rate

Your ad will display in one prominent location

Only \$170 per email

Buy 3, Get 1 Free program available

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2017 for all advertisers.
2. **Rates:**
 - 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. The earned rate is determined by the number of insertions. 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	One Page	1/2 Page	1/4 Page
1x	\$680	\$475	\$315
4x	645	470	295
8x	615	445	280
12x	610	440	260
24x	570	410	240
36x	560	395	230
48x	550	380	220

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

Charge per color per page or fraction

Standard color	\$560	Four color	\$1,530
Matched color	\$765	Four color + PMS	\$2,040
Metallic color	\$1,020	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.
 - Facing first text:** 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) **Gerontological Connection Discount:** Sign a 12x contract in the JOURNAL OF GERONTOLOGICAL NURSING and receive 6 free ads in RESEARCH IN GERONTOLOGICAL 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. *Gerontological Connection Discount and FREE Ad Program Discount cannot be combined.
 - d) **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
 - e) **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
 - f) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
 - Gross cost:**
 - 1) 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. **First Issue:** January 2008
10. **Frequency:** 6
11. **Issue Dates:** Third week of odd months
12. **Mailing Class:** Periodical Class
13. **Closing and Material Due Dates:**

Issue	Ad Closing	Material Due
January/February	12/1/2016	12/15/2016
March/April	2/1/2017	2/22/2017
May/June	4/3/2017	4/24/2017
July/August	6/1/2017	6/22/2017
September/October	8/1/2017	8/22/2017
November/December	10/2/2017	10/23/2017

- 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. **General Editorial Direction:** RESEARCH IN GERONTOLOGICAL NURSING is a forum for disseminating peer-reviewed, interdisciplinary, cutting-edge gerontological nursing research and theory to investigators, educators, academicians, clinicians and policymakers involved with older adults in all health care settings.
15. **Average Issue Information:**
 - a) **Average number of articles per issue:** 5
 - b) **Average article length:** 10 pages
 - c) **Editorial departments and features:** Research Briefs, Focus on Methods, Instrument Development, Integrative and Systematic reviews, Empirical research, Theory
16. **Origin of Editorial:**
 - a) **Articles or abstracts from meetings or other publications:** No
 - b) **Staff written:** N/A
 - c) **Solicited:** 5%
 - d) **Submitted:** 95%
 - e) **Peer review:** Yes – Blind, juried (peer-reviewed) critique

CIRCULATION

17. **Circulation Distribution:**
 - a) **Paid:** 100%
 - b) **Controlled:** 0%
18. **Demographic Selection Criteria:**
 - a) **Circulation parameters:** Gerontological professionals involved with improving care of older adults.
 - b) **Circulation breakdown:**
 - U.S. & Canada: 24
 - Other international: 6
 - c) **Paid information:**
 - Paid: 30
 - Association members: N/A
 - Subscriptions: 30
 - d) **Subscription rates:** U.S.: \$137/yr; outside the U.S.: add \$55/yr
19. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** July/August 2016
 - b) **Printer & Mailing House:** Sheridan Press
 - c) **Estimated total circulation for 2016:** 30

GENERAL INFORMATION

20. **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 healthcare profession and subject to Publisher's approval. Non-professional products and service advertisers must submit ad copy two weeks prior to closing date.
21. **New Product Releases:** Yes
22. **Editorial Research:** Once a year
23. **Ad Format and Placement Policy:**
- a) **Format**
- | | |
|------------------------------|--------------------------|
| 1. between articles <u>X</u> | 3. stacked _____ |
| 2. welled _____ | 4. within articles _____ |
- b) **Are ads rotated?:** Yes
24. **Ad/Edit Information:** 30/70 Ad/Edit Ratio
25. **Value-Added Services:** Bonus distribution
26. **Full-Text Online:** RESEARCH IN GERONTOLOGICAL NURSING offers full-text articles online at its Web site, Healio.com/RGN. 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.
27. **Reprint Availability:** Yes, email reprints@healio.com.
28. **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.
29. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, 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.
30. **Competitor Information:** RESEARCH IN GERONTOLOGICAL NURSING does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
31. **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.
32. **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 AND BRC INFORMATION

33. **Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
34. **Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.
35. **Insert Sizes and Specifications:**

	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"

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

36. **Trimming:** Ship folded. Supply size: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ". Trim size: 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ". Trimming of oversized inserts will be charged at cost. Keep live matter $\frac{1}{4}$ " from trim edges and $\frac{3}{16}$ " from gutter trim. Book is jogged to head. Head, foot, and outside edge trim $\frac{1}{8}$ ".
37. **BRCs:**
- a) **Pricing:** Contact your sales representative for pricing.
- b) **BRC Specifications:** 3 $\frac{1}{2}$ " x 5" minimum to 4 $\frac{1}{4}$ " x 6" maximum, perforated with $\frac{1}{2}$ " lip (from perforation) for binding. Add $\frac{1}{8}$ " for foot trim. Cardstock minimum: 75# bulk or higher.
38. **Quantity:** Full run – 1,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
39. **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

40. Available Advertising Unit Sizes:

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

Trim size of Journal: 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "

*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.

41. **Paper Stock:**
- a) **Inside pages:** 70 lb. gloss
- b) **Covers:** 100 lb. gloss
42. **Type of Binding:** Perfect bound
43. **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.**
44. **Disposition of Materials:** Digital files will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

Insertion Orders and Ad Materials:
Joyce Seville
 RESEARCH IN GERONTOLOGICAL NURSING
 6900 Grove Road
 Thorofare, NJ 08086 USA
 856-848-1000 x475
jseville@healio.com

Send inserts and BRCs to:
Lisa Harrold
 RESEARCH IN GERONTOLOGICAL NURSING
 Sheridan Press
 450 Fame Avenue
 Hanover, PA 17331