The Journal of Continuing Education in Nursing

Continuing Education for the Future

SEPTEMBER 2017
Volume 48, Number 9

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Effectiveness of Nursing Education to Prevent Inpatient Suicide

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Critical Thinking Disposition of Nurse Practitioners in Taiwan

Effects of an Online Educational Module on School Nurses’ Knowledge of HPV Vaccination

ACCESS FULL TEXT at Healio.com/JCEN

Cited in MEDLINE/PubMed

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The Journal of Continuing Education in Nursing®

Continuing Competence for the Future

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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.


Extend your reach with bonus distributions
At no additional cost, your advertising will reach Journal subscribers plus attendees of these major nursing meetings in 2018:

<table>
<thead>
<tr>
<th>BONUS DISTRIBUTION</th>
<th>ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>National League for Nursing Education Summit (NLN)</td>
<td>September</td>
</tr>
<tr>
<td>American Psychiatric Nurses Association (APNA)</td>
<td>October</td>
</tr>
<tr>
<td>GSA 2018 Annual Scientific Meeting (GSA)</td>
<td>November</td>
</tr>
</tbody>
</table>
Digital Advertising

Advertise on Healio.com/JCEN

30,000 average monthly page views

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

Over 84,700 impressions available each month!
Banner ad campaigns priced on a CPM to accommodate any budget.

Exclusive email sponsorship opportunity:

3,300 opt-in recipients
49% 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 2018 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:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$925</td>
<td>$620</td>
<td>$375</td>
</tr>
<tr>
<td>3x</td>
<td>885</td>
<td>615</td>
<td>365</td>
</tr>
<tr>
<td>6x</td>
<td>865</td>
<td>570</td>
<td>360</td>
</tr>
<tr>
<td>12x</td>
<td>820</td>
<td>520</td>
<td>325</td>
</tr>
</tbody>
</table>

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

Charge per color per page or fraction
- Standard color: $1,020
- Metallic color: $1,530
- Four color: $2,040
- Four color + metallic: $2,250

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 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 2018 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 2018 will set a Corporate Discount to be taken off 2019 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


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:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ads Closing</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1/2017</td>
<td>12/20/2017</td>
</tr>
<tr>
<td>February</td>
<td>1/2/2018</td>
<td>1/10/2018</td>
</tr>
<tr>
<td>March</td>
<td>2/1/2018</td>
<td>2/12/2018</td>
</tr>
<tr>
<td>April</td>
<td>3/1/2018</td>
<td>3/13/2018</td>
</tr>
<tr>
<td>May</td>
<td>4/2/2018</td>
<td>4/10/2018</td>
</tr>
<tr>
<td>June</td>
<td>5/1/2018</td>
<td>5/10/2018</td>
</tr>
<tr>
<td>July</td>
<td>6/1/2018</td>
<td>6/7/2018</td>
</tr>
<tr>
<td>August</td>
<td>7/2/2018</td>
<td>7/11/2018</td>
</tr>
<tr>
<td>September</td>
<td>8/1/2018</td>
<td>8/7/2018</td>
</tr>
<tr>
<td>October</td>
<td>9/4/2018</td>
<td>9/11/2018</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2018</td>
<td>10/10/2018</td>
</tr>
<tr>
<td>December</td>
<td>11/1/2018</td>
<td>11/9/2018</td>
</tr>
</tbody>
</table>

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
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.
20. Circulation Verification:
   a) SRDS Sworn Statement: July 2017
   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 2018: 321

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. Advertisements:
   a) Advertisements 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 size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
   b) BRC specifications:
      a) Pricing: Contact your sales representative for prices.
      b) BRC specifications: 3 ½” x 5” minimum to 4 ¾” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ⅛” for foot trim. Cardstock minimum: 75 lb. bulk or higher.

35. Billing Policy:
   a) Pricing: Contact your sales representative for prices.
   b) BRC specifications: 3 ½” x 5” minimum to 4 ¾” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ⅛” for foot trim. Cardstock minimum: 75 lb. bulk or higher.

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.
   c) 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. Varied inserts are acceptable at the Publisher's discretion. Inserts are jogged to head.

<table>
<thead>
<tr>
<th>Paper Stock</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004”</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004”</td>
</tr>
</tbody>
</table>

39. Trimming: Ship folded. Supply size: 8 ¼” x 11”. Trim size: 7 ⅝” x 10 ⅞”. Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ⅛” from gutter trim. Book is jogged to head. Head, foot, and outside edge trim ⅛”.

40. BRCs:
   a) Pricing: Contact your sales representative for prices.
   b) BRC specifications: 3 ½” x 5” minimum to 4 ¾” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ⅛” 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:

<table>
<thead>
<tr>
<th></th>
<th>Non-bleed Sizes</th>
<th>Bleed Sizes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width Height</td>
<td>Width Height</td>
<td>Width Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15¾” x 10¾”</td>
<td>16⅛” x 11½”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7¾” x 10¾”</td>
<td>8¾” x 11½”</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>7½” x 4¾”</td>
<td>8½” x 5½”</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>3¾” x 10¾”</td>
<td>4⅛” x 11½”</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3¾” x 5”</td>
<td></td>
</tr>
</tbody>
</table>

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

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.

<table>
<thead>
<tr>
<th>Media</th>
<th>CDs and DVDs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ads will not be accepted via email.</td>
</tr>
</tbody>
</table>

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