

JOURNAL OF NURSING SCHOLARSHIP

Affiliation: The official journal of the Honor Society of Nursing, Sigma Theta Tau International

Editor: Sue Thomas Hegyvary, RN, PhD, FAAN

Associate Editor: Afaf Meleis, RN, PhD, FAAN

Editorial Focus: Published quarterly, *JNS* contains peer-reviewed manuscripts and thought-provoking articles representing research by some of the world's leading nurse researchers. *JNS* is listed in MEDLINE®, CINAHL®, Science Citation Index, and Social Sciences Citation Index. Information Systems in the scientific resources of libraries.

Reader Statistics: 29% of STTI members work in Education and 10% work in Administration, 42% of STTI members work in a School of Nursing and 24% work at a Hospital

Member Quote: "This is the only journal that I actually sit down and [read] at home." ~ STTI member

Frequency: Quarterly (March, June, September, December)

Issue Date: One week prior to cover month

Established: 1967

Publisher: Alison Denby

2007 ADVERTISING RATES AND POLICIES

<u>Member</u>	<u>1 time</u>	<u>2 times</u>	<u>3 times</u>	<u>4 times</u>
B/W Full page	\$3,075	\$2,965	\$2,880	\$2,725
B/W Half page	\$1,775	\$1,710	\$1,650	\$1,565
B/W Quarter page	\$1,095	\$1,055	\$1,030	\$970

2006 ADVERTISING RATES AND POLICIES

<u>Non-Member</u>	<u>1 time</u>	<u>2 times</u>	<u>3 times</u>	<u>4 times</u>
B/W Full page	\$3,920	\$3,790	\$3,665	\$3,440
B/W Half page	\$2,240	\$2,165	\$2,090	\$1,965
B/W Quarter page	\$1,350	\$1,305	\$1,275	\$1,200

LINE/CLASSIFIED

\$35/line, minimum of six lines. Non commissionable. Approximately 46 characters per line.

COLOR RATES:

- Standard Color: \$750 plus B/W rate
- Matched Color Per: \$825 plus B/W rate
- 3 or 4-Color: \$1,850 plus B/W rate
- Color charges are commissionable

COVER AND PREFERRED POSITION RATES:

- 2nd Cover: 35% over earned B/W rate.
- 3rd Cover: 25% over earned B/W rate.
- 4th Cover: 50% over earned B/W rate.
- Other preferred positions: 10% over earned B/W rate.

BLEEDS:

- No charge.

INSERTS:

- Two-page: 2X earned B/W page rate plus 10%.
- Four-page: 4X earned B/W page rate plus 10%.
- Print quantity: Information available upon request from the Medical Sales Representative.

AGENCY COMMISSION: 15% to recognized agencies.

CIRCULATION

- **Total Circulation:** 125,000
- **Circulation Verification:** Sworn Statement.
- **Coverage:** United States and overseas.

ISSUANCE & CLOSING

2007 CLOSING DATES*:

<u>Issue</u>	<u>Reservation</u>	<u>Material Due</u>
March	December 27	January 10
June	March 24	April 12
September	June 26	July 16
December	September 22	October 12

*Closing dates are subject to change.

PATCHES: 30 days preceding publication month.

PUBLICATION SET COPY: With proofs, 30 days preceding publication month.

DISPOSAL OF FURNISHED MATERIALS: Materials not called for within one year will be destroyed without notification.

GENERAL INFORMATION

REQUIREMENT FOR ADVERTISING ACCEPTANCE: Copy subject to the approval of the editorial office.

PLACEMENT OF ADVERTISING: Stacked

CANCELLATION POLICY: Within one week of closing date.

SERVICE TO ADVERTISERS:

- Editorial Reprints
- Supplements
- Sponsorships
- On-line opportunities

SUBSCRIPTION DATA: For subscription information, call 781-388-8250

MECHANICAL REQUIREMENTS

TRIM SIZE: 8-1/4" x 10-7/8"

PAGE SIZES, NON-BLEED:

	Width	Depth
Full Page	7"	10"
1/2 page Vertical	3-1/2"	10"
1/2 Page Horizontal	7"	5"
1/4 page	3-1/2"	5"

PAGE SIZES, BLEED:

	Width	Depth
Full Page	8-1/2"	11-1/8"
1/2 page Vertical	4-5/16"	11-1/8"
1/2 Page Horizontal	8-1/2"	5-9/16"

SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at adtraffic@bos.blackwellpublishing.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser Proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- For additional information, please see our PDF specifications available at: http://www.blackwellpublishing.com/authors/web_printspec.pdf.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Blackwell Publishing is not responsible for the quality of advertisements sent after the deadline.

INSERT REQUIREMENTS

- Multi-page inserts are to be furnished folded. Three samples required.
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

PAPER STOCK:

- Inside pages: 50 lb Belgrade
- Covers: 100 lb Sterling Ultra

HALFTONE SCREEN: 150

TYPE OF BINDING: Perfect

REPRODUCTION REQUIREMENTS:

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

CONTACT INFORMATION

ADVERTISING CONTACT:

Advertising Department
Blackwell Publishing
350 Main Street
Malden, MA 02148
Fax 781-388-8265
E-mail: medsalesusa@bos.blackwellpublishing.com

PUBLISHER:

Blackwell Publishing, Inc.
350 Main Street
Malden, MA 02148 USA
Telephone: (781) 388-8250

SHIP ALL ADVERTISING MATERIAL TO:

Blackwell Publishing, Inc.
Attn: Advertising Traffic Coordinator
Journal of Nursing Scholarship, Volume ____, Issue ____
350 Main Street
Malden, MA 02148-5018
Email: adtraffic@bos.blackwellpublishing.com

FOR INSERTS (Mark month, vol/issue and quantity on the box)

Journal of Nursing Scholarship
Dartmouth Printing Company
Attn: Lisa George
69 Lyme Road
Hanover, NH 03755
Phone: 603-643-2220 | Fax: 603-643-5479
Email: lgeorge@dpc-nh.com
Please send two copies of inserts to Advertising Traffic Coordinator at address above.