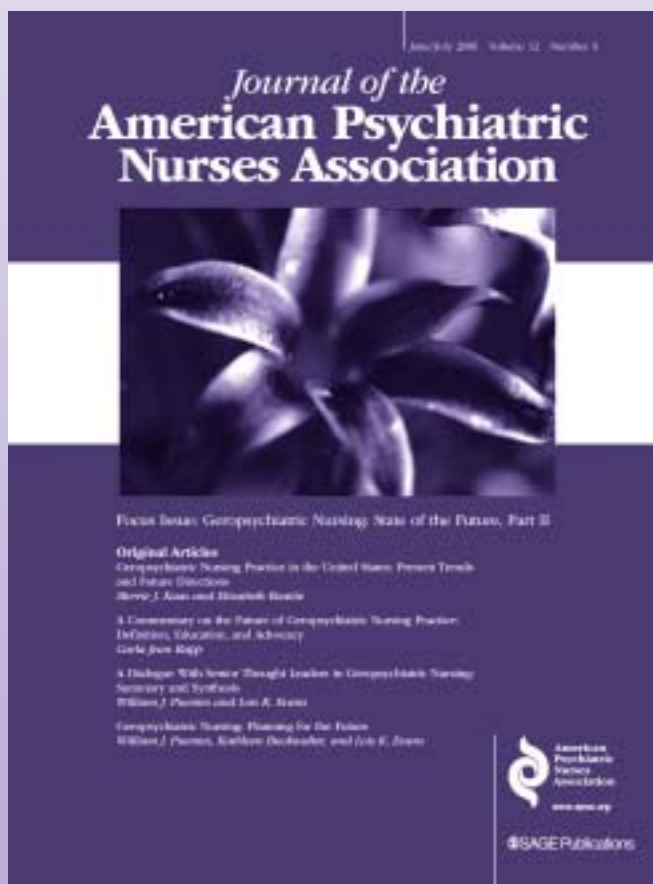


JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION

Official Journal of the American Psychiatric Nurses Association



ADVERTISING RATES & SPECIFICATIONS

Effective January 2007

JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION

GENERAL INFORMATION

FREQUENCY: Bimonthly

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320 USA, Phone: (805) 499-0721, Fax: (805) 499-8096

SOCIETY AFFILIATION: Official Journal of the American Psychiatric Nurses Association

COMMERCIAL SALES DIRECTOR: Bob Vrooman, SAGE Publications

ADVERTISING REPRESENTATIVE (DISPLAY AND CLASSIFIED ADVERTISING):

M.J. Mrvica Associates, Inc.
Phone: (856) 768-9360
E-mail: mjmrvica@mrvica.com

EXHIBITING AT ANNUAL CONFERENCE: If you are interested in exhibiting at the APNA annual conference, please contact:

Director of Meetings and Marketing:
Keely McNerney
Toll Free: 1-703-971-6114 • E-mail: keely@kmassociates.net

DESCRIPTION: *Journal of the American Psychiatric Nurses Association (JAPNA)* is a peer-reviewed journal designed to inform psychiatric nurses about important clinical and useful psychiatric care developments. Topics include practice challenges, new theories, and changes occurring in the field as well as in various subspecialties (such as chemical dependence, liaison nursing practice, child and adolescent mental health, marriage and family counseling, and gerontologic mental health). *JAPNA* also offers continuing education (CE) articles.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING: All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

BONUS DISTRIBUTION:

ISSUE	CONFERENCE	DATES / LOCATION	VALUE ADDED INCENTIVES
February / March	American Association for Geriatric Psychiatry	March 1-4, 2007 New Orleans, LA	Free Ad Q (R) Ad Test Survey for all full page advertisers
April / May	American Association of Nurse Practitioners	June 20-24, 2007 Indianapolis, IN	
August / September	American Psychiatric Nurses Association	October 3-7, 2007 Orlando, FL	

SPECIAL MARKETING OPPORTUNITIES

- **Journal supplements** – Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.
- **Article reprints** – Reprints of articles pertinent to your company's mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.
- **Belly band** – Advertisement that wraps around middle of each issue.

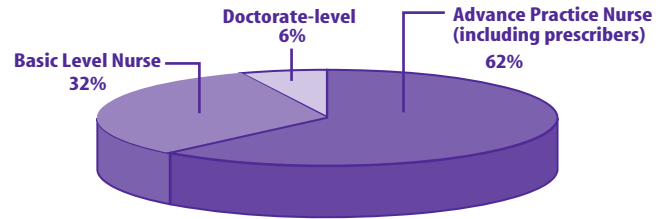
Please contact the publisher for more information about any of these opportunities.

READERSHIP PROFILE

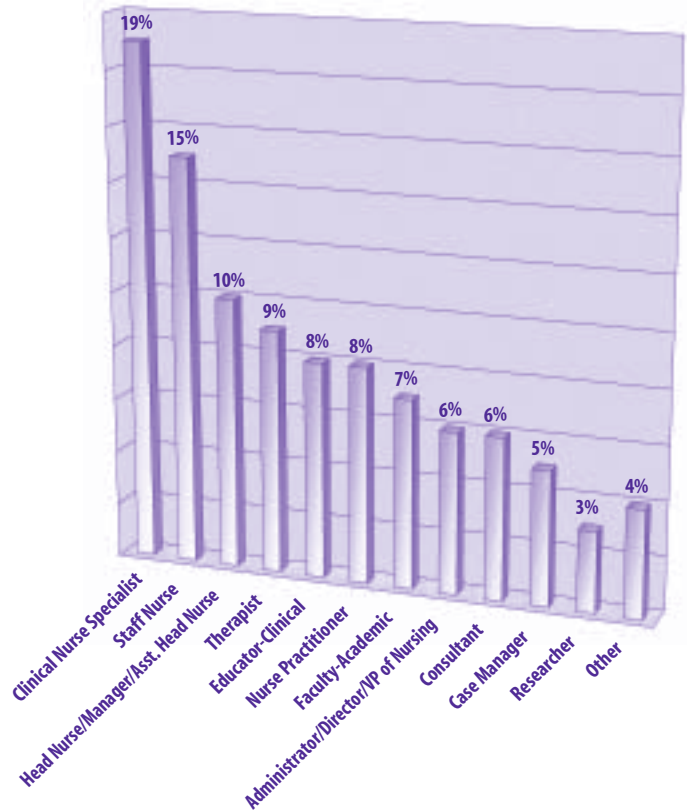
JAPNA readers consist of all members of the American Psychiatric Nurses Association plus individual psychiatric nurse subscribers. These readers are directly involved with patient care on a daily basis — administering and monitoring drug use and dosage, assessing, diagnosing and treating individuals with psychiatric problems/disorders, and, in many cases, actually writing the prescription for the patient.

65% of the readers hold masters or doctoral degrees.

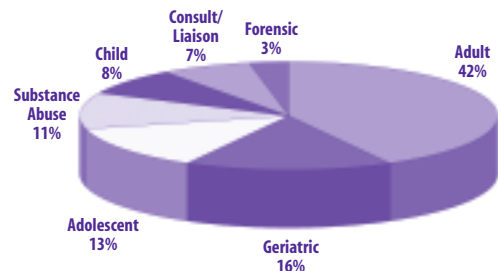
CREDENTIALS



PRIMARY ROLE



SUBSPECIALTY



JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION

CLOSING DATES – 2007

February/March Issue

Space Reservations.....	1/19/2007
Ad Materials.....	1/23/2007
Pre-Printed Inserts.....	2/2/2007
Mail Date	2/21/2007

April/May Issue

Space Reservations.....	3/26/2007
Ad Materials.....	4/2/2007
Pre-Printed Inserts.....	4/11/2007
Mail Date	4/27/2007

June/July Issue

Space Reservations.....	5/28/2007
Ad Materials.....	6/1/2007
Pre-Printed Inserts.....	6/12/2007
Mail Date	6/28/2007

August/September Issue

Space Reservations.....	7/23/2007
Ad Materials.....	7/27/2007
Pre-Printed Inserts.....	8/7/2007
Mail Date	8/23/2007

October/November Issue

Space Reservations.....	9/14/2007
Ad Materials.....	9/21/2007
Pre-Printed Inserts.....	10/1/2007
Mail Date	10/17/2007

December/January Issue

Space Reservations.....	11/16/2007
Ad Materials.....	11/21/2007
Pre-Printed Inserts.....	12/4/2007
Mail Date	12/20/2007

Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

ADVERTISING RATES – 2007

B&W

Frequency	1x	3x	6x	12x	24x
Full page	\$1,210	\$1,170	\$1,105	\$1,040	\$995
½ page	\$735	\$710	\$670	\$630	\$600
¼ page	\$520	\$500	\$470	n/a	n/a

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.

COLOR RATES:

Additional Standard Color (Cyan, Magenta, Yellow), per page/fraction, extra.....	\$695
Additional Pantone Color, per page/fraction, extra	\$810
3 or 4 color, per page/fraction, extra	\$1,330

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Earned B&W rate + 25%
Inside Back Cover: Earned B&W rate + 15%
Back Cover: Earned B&W rate + 50%
Facing Table of Contents: Earned B&W rate + 15%
Facing First Text Page: Earned B&W rate + 15%
Other specified positions: Earned B&W rate + 10%

INSERTS (BOUND):

2 page insert – 2 times the earned B&W rate
4 page insert – 4 times the earned B&W rate
8 page insert – 8 times the earned B&W rate

Business reply cards – earned B&W rate

Outserts, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval. Please call for rates.

INSERT QUANTITY ESTIMATE:

7,600. However, we recommend that you call your representative prior to each issue because the quantity fluctuates for each issue.

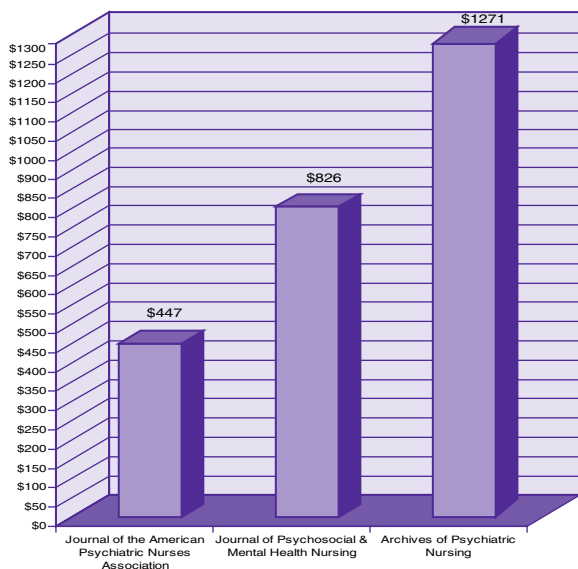
PAYMENT TERMS

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

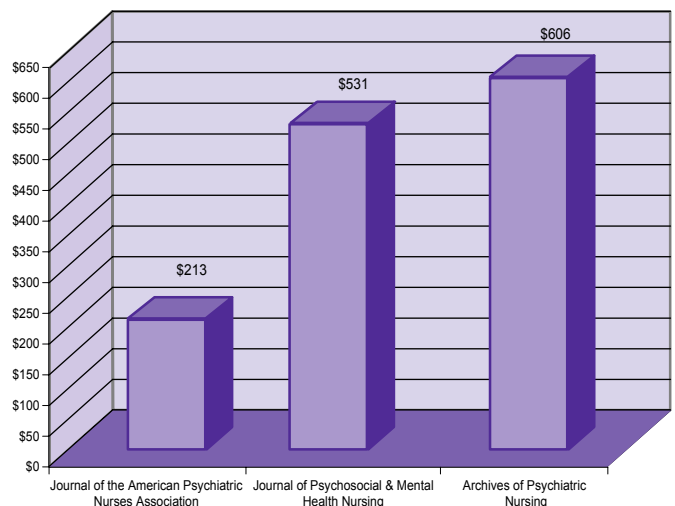
WHY CHOOSE JAPNA OVER THE COMPETITION?

The cost per thousand (CPM) for JAPNA is a fraction of that of the two closest competitors...

CPM – 4/C PAGE



CPM – B&W PAGE



JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION

MECHANICAL REQUIREMENTS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim

Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. PDF must be created using Adobe Acrobat Distiller. Files created in PDF Library cannot be accepted. All images within PDF must be created in TIFF or EPS format. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

File Submission Instructions:

Please supply files on one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

REQUIREMENTS FOR FILM:

All film must be right-reading emulsion side down. All reproduction materials must have registered marks, center marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for color. All color pages must be accompanied by an identifiable SWOP-compliant proof.

BIND-IN CARDS AND 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 for minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 5" x 7"

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

ADDRESSES & NUMBERS

FOR DISPLAY AND CLASSIFIED ADVERTISING:

M.J. Mrvica Associates, Inc.

2 West Taunton Ave., Berlin, NJ 08009 USA

Phone: 856-768-9360 • Fax: 856-753-0064

E-mail: mjmrvica@mrvica.com

FOR ALL ADVERTISING INQUIRIES AND ARTWORK SUBMISSION:

Advertising Coordinator

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA

Phone: 805-410-7160 • Fax: 805-499-8096

E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship to:

Mary Ruth

CSR

Sheridan Press, 450 Fame Avenue, Hanover, PA 17331 USA

Phone: 800-635-7181 ext. 8077

FOR REPRINTS AND SUPPLEMENT SALES:

Bob Vrooman

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA

Phone: 805-410-7594 • Fax: 805-499-8096

E-mail: robert.vrooman@sagepub.com

ONLINE ADVERTISING OPPORTUNITIES

<http://japna.sagepub.com>

BANNER ADVERTISING	Advertiser Rate		Non-Advertiser Rate	
	6-month exposure	12-month exposure	6-month exposure	12-month exposure
Home Page Banner – Rotating	\$720	\$1,255	\$1,440	\$2,515
Run of Site Banner – Rotating	\$620	\$1,080	\$1,235	\$2,165

- Maximum of 5 rotating banners will be placed at any time. If others are not sold, then advertisers will receive bonus exposure for no additional cost.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

BANNER SPECIFICATIONS:

Home Page Banner: 140 pixels wide x 60 pixels high

Run of Site Banner: 170 pixels wide x 60 pixels high

Acceptable file formats: GIF, Animated GIF, JPG, PNG

Other opportunities such as sponsored e-mail alerts may be available. Please contact us for more information.