

JOURNAL OF CORRECTIONAL HEALTH CARE

Official Journal of the National Commission on Correctional Health Care



National Commission
on Correctional Health Care



ADVERTISING RATES & SPECIFICATIONS

Effective January 2007

 SAGE Publications

JOURNAL OF CORRECTIONAL HEALTH CARE

GENERAL INFORMATION

FREQUENCY:

Quarterly

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 National Commission on Correctional Health Care

EDITOR-IN-CHIEF:

John R. Miles

ADVERTISING REPRESENTATIVE:

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

DESCRIPTION:

The **Journal of Correctional Health Care** is a national, peer-reviewed scientific journal which addresses correctional health care topics. **JCHC** features original research, case studies, best practices, literature reviews and more to keep correctional health care professionals up-to-date on trends and developments important to their field. Among the topics addressed: health services administration, personnel and staffing, ethical issues, clinical and support services, medical records, continuous quality improvement, risk management and medical-legal issues. As NCCCHC develops clinical guidelines and position statements, these also are published in the **JCHC**.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's and association'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.

READERSHIP PROFILE

Readership consists of correctional health care professionals, nurses, physicians and medical directors who want to stay informed about important research on health services administration and staffing, clinical and support services, medical technology, professional ethics, legal issues and other related topics. The journal is sent as a benefit to members of the Academy of Correctional Health Professionals.

BONUS DISTRIBUTION CALENDAR

ISSUE	CONFERENCE	DATE	LOCATION
April	Updates in Correctional Health Care	May 5-8, 2007	Orlando, FL
July	National Conference on Correctional Health Care	Oct 13-17, 2007	Nashville, TN

CLOSING DATES – 2007

January Issue

Space Reservations 11/17/2006
Ad Materials 11/27/2006
Pre-Printed Inserts 12/6/2006
Mail Date 12/22/2006

April Issue

Space Reservations 2/16/2007
Ad Materials 2/23/2007
Pre-Printed Inserts 3/5/2007
Mail Date 3/21/2007

July Issue

Space Reservations 5/21/2007
Ad Materials 5/28/2007
Pre-Printed Inserts 6/7/2007
Mail Date 6/25/2007

October Issue

Space Reservations 8/14/2007
Ad Materials 8/20/2007
Pre-Printed Inserts 8/30/2007
Mail Date 9/18/2007

Cancellations not accepted after closing dates for 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.

JOURNAL OF CORRECTIONAL HEALTH CARE

ADVERTISING RATES – 2007

B&W

Frequency	1x	4x	8x	12x
Full page	\$780	\$745	\$710	\$670
½ page	\$545	\$520	\$495	\$470
¼ page	\$370	\$355	\$335	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 or fraction, extra..... \$505

Additional Pantone Color, per page or fraction, extra..... \$645

3 or 4 color, per page or fraction, extra..... \$925

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 + 25%

Facing First Article: Earned B&W rate + 25%

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

PAYMENT TERMS:

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

OTHER MARKETING OPPORTUNITIES

Please call for rates on any of the opportunities below.

Belly Bands:

An exclusive way to place your message front and center with each journal reader. Belly bands allow your message to be the very first one seen by the readers.

Outserts (Product Samples, Brochures):

Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity — only one advertising outsert permitted per issue!

Supplements:

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

WEBSITE BANNER ADVERTISING

<http://jchc.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	\$365	\$635	\$725	\$1,270
Run of Site Banner – Rotating	\$310	\$545	\$625	\$1,095

- 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.

JOURNAL OF CORRECTIONAL HEALTH CARE

MECHANICAL REQUIREMENTS

	Inches	Millimeters
Trim Size (perfect bound):	7" w x 10" h	177 mm w x 254 mm h
Full page:	5 1/2" w x 8 3/4" h	139 mm w x 222 mm h
1/2 page horizontal:	5 1/2" w x 4 1/4" h	139 mm w x 107 mm h

Live matter: 1/4" (6 mm) 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 4 1/4" h x 6" w.

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.

Phone: (856) 768-9360

E-mail: mjmrvica@mrvica.com

FOR ARTWORK DELIVERY:

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

PRE-PRINTED INSERTS:

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

Ship To:

Edwards Brothers

2500 S. State Street

Ann Arbor, MI 48104 USA

Phone: (734) 769-1000

FOR SUPPLEMENT AND REPRINT SALES:

Bob Vrooman

Commercial Sales Director

SAGE Publications

2455 Teller Road

Thousand Oaks, CA 91320 USA

Phone: (805) 410-7594

Fax: (805) 499-8096

E-mail: robert.vrooman@sagepub.com