

JOURNAL OF PEDIATRIC ONCOLOGY NURSING

Official Journal of the Association of Pediatric Hematology/Oncology Nurses



ASSOCIATION of PEDIATRIC
HEMATOLOGY/ONCOLOGY NURSES



ADVERTISING RATES & SPECIFICATIONS

Effective January 2007

JOURNAL OF PEDIATRIC ONCOLOGY NURSING

GENERAL INFORMATION

PUBLISHER:

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

FREQUENCY: Bimonthly

SOCIETY AFFILIATION:

Official Journal of the Association of Pediatric Hematology/Oncology Nurses (APHON)

EDITOR-IN-CHIEF: Nancy E. Kline, PhD, RN, CPNP, FAAN

ADVERTISING REPRESENTATIVE:

Brett Goldfine
The Leonard Media Group
415 Horsham Road
Horsham, PA 19044 USA
Phone: (215) 675-9133 ext. 226
Fax: (215) 675-9376
E-mail: brett@leonardmedia.com

DESCRIPTION:

Journal of Pediatric Oncology Nursing is a peer-reviewed journal that provides the latest information regarding childhood cancer and blood disorders and pediatric hematology/oncology nursing. While advancing the clinical care of children with cancer and blood disorders, **JOPON** also publishes original research in the field of pediatric hematology/oncology nursing. Published six times per year, this unique publication deals with the physiological, technical, and psychological issues related to pediatric cancer and blood disorders.

Features are devoted to research, pharmacology, and a bibliography of current literature in nursing and medicine.

Journal of Pediatric Oncology Nursing focuses on symptom management, sibling and family issues, nursing practice in the clinical settings, immunologic and hematologic topics, pediatric hematology/oncology nursing research, and advanced practice issues.

EXHIBITING AT ANNUAL CONFERENCE:

If you are interested in exhibiting at the annual conference of APHON, please contact:

APHON Sales Department
4700 W. Lake Avenue
Glenview, IL 60025-1485
Phone: (847) 375-4724
Fax: (877) 734-8755
E-mail: info@aphon.org
Web site: <http://www.aphon.org>

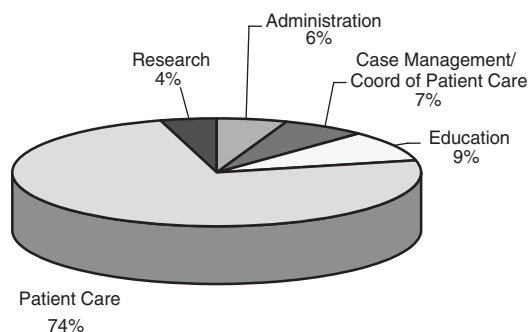
GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

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.

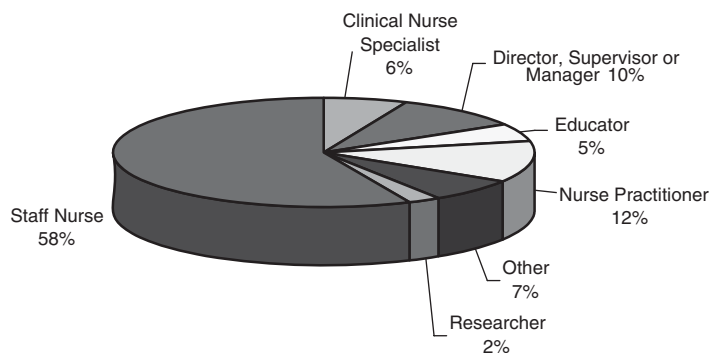
READERSHIP:

The journal is a benefit of membership to all APHON members. Readership consists of hematology/oncology nurses and pediatric nurses, and other healthcare practitioners in related fields.

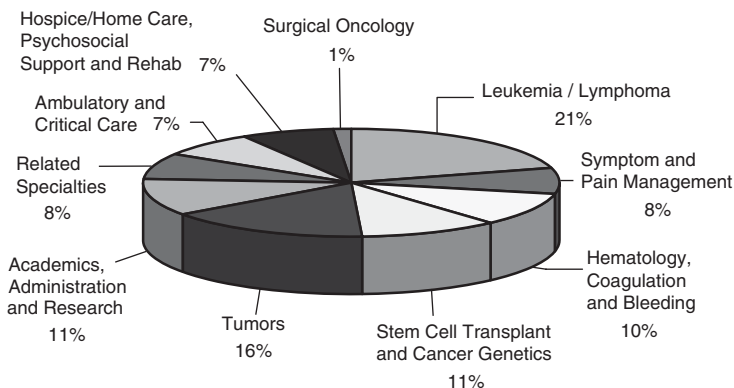
74% OF READERS DIRECTLY INVOLVED IN PATIENT CARE



POSITION



SPECIALTY



Source: 2006 APHON Membership Data

JOURNAL OF PEDIATRIC ONCOLOGY NURSING

CLOSING DATES – 2007

January/February Issue

Space Reservations.....	11/14/2006
Ad Materials.....	11/21/2006
Pre-Printed Inserts.....	12/4/2006
Mail Date	12/20/2006

March/April Issue

Space Reservations.....	1/15/2007
Ad Materials.....	1/22/2007
Pre-Printed Inserts.....	1/31/2007
Mail Date	2/16/2007

May/June Issue

Space Reservations.....	3/19/2007
Ad Materials.....	3/26/2007
Pre-Printed Inserts.....	4/4/2007
Mail Date	4/20/2007

July/August Issue

Space Reservations.....	5/22/2007
Ad Materials.....	5/29/2007
Pre-Printed Inserts.....	6/8/2007
Mail Date	6/26/2007

September/October Issue

Space Reservations.....	7/20/2007
Ad Materials.....	7/27/2007
Pre-Printed Inserts.....	8/6/2007
Mail Date	8/22/2007

November/December Issue

Space Reservations.....	9/21/2007
Ad Materials.....	9/25/2007
Pre-Printed Inserts.....	10/5/2007
Mail Date	10/23/2007

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
1 page	\$1,160	\$1,110	\$1,060	\$1,005	\$945
½ page	\$775	\$740	\$705	\$665	\$625
¼ page	\$485	\$465	\$440	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 ad, extra	\$595
Additional Pantone Color, per ad, extra	\$700
3 or 4 color, per ad, extra	\$965

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES:

<i>(non-cancelable)</i>
Inside Front Cover: Earned B&W rate + 35%
Inside Back Cover: Earned B&W rate + 25%
Back Cover: Earned B&W rate + 50%
Facing Table of Contents: Earned B&W rate + 20%
Other specified positions: Earned B&W rate + 10%

INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
8 page insert – 8 times the earned black/white rate

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

INSERT QUANTITY:

Please call prior to each issue because the quantity fluctuates.

PAYMENT TERMS:

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

BONUS DISTRIBUTION

ISSUE	CONFERENCE	DATES	LOCATION
May / June	Pediatric Academic Societies	May 5-8, 2007	Toronto, Canada
September / October	Association of Pediatric Hematology / Oncology Nurses	October 4-6, 2007	Milwaukee, WI
	American Academy of Pediatrics	October 27-30, 2007	San Francisco, CA

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MECHANICAL REQUIREMENTS

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full Page	7" w x 10" h	8 5/8" 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: lomega 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:

Brett Goldfine

The Leonard Media Group, 415 Horsham Road, Horsham, PA 19044 USA

Phone: 215-675-9133 ext. 226 • Fax: 215-675-9376

E-mail: brett@leonardmedia.com

FOR ALL ADVERTISING INQUIRIES AND ARTWORK SUBMISSION:

Kirsten Beaulieu

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://jopon.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	\$730	\$1,270
Run of Site Banner – Rotating	\$310	\$545	\$625	\$1,090

- 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.