



## Exclusive Sponsorship Opportunity 2008

The American Psychiatric Nurses Association is now offering exclusive sponsorships for each of the bimonthly issues of *APNA News*. Only one company may sponsor each issue, and sponsorship is awarded on a first-come, first-served basis. Readership includes all 5,000 members of APNA.

**Sponsorship Price: \$8,500 NET**

### Sponsor Benefits

- Full Page 4/Color Advertisement
- Exclusive Sponsorship – no other ads will appear
- Recognition on Masthead

### Deadlines for 2008 Issues

Issue	Sponsorship Reservations	Ad Materials	Mail Date
January/February	12/3/2007	12/7/2007	12/28/2007
March/April	2/1/2008	2/8/2008	2/29/2008
May/June	4/3/2008	4/8/2008	4/30/2008
July/August	6/4/2008	6/10/2008	6/27/2008
September/October	8/5/2008	8/11/2008	8/29/2008
November/December	10/8/2008	10/14/2008	10/31/2008

## MECHANICAL REQUIREMENTS

	Inches	Millimeters
Trim Size:	11" w x 15 ¼" h	280 mm x 388 mm
Full page ( <b>Non-Bleed</b> ):	10" w x 14" h	254 mm x 356 mm
Full page ( <b>Bleed</b> ):	11 ¼" w x 15 ½" h	286 mm x 394 mm

Live matter: ¼" from trim  
Linescreen: 133-150

### REQUIREMENTS FOR ELECTRONIC DELIVERY:

#### General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. 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.

#### 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](http://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.

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: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, send the proof in a separate package in the mail.

## ADDRESSES & NUMBERS

#### FOR ALL ADVERTISING INQUIRIES:

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009 USA  
Phone: 856-768-9360  
Fax: 856-753-0064  
E-mail: [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

#### FOR ADVERTISING ARTWORK SUBMISSIONS:

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](mailto:advertising@sagepub.com)