



Sponsorship Opportunity 2009

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

Single Sponsorship Price: \$4,500 NET
Shared Sponsorship Price: \$3,000 NET

Sponsor Benefits

- SINGLE: Full-page, 4-color advertisement, exclusive sponsorship on Cover 4 (no other ads will appear), and recognition on Masthead
- SHARED: Half-page 4-color advertisement placed within the newsletter and recognition on the Masthead

Deadlines for 2009 Issues

Issue	Sponsorship Reservations	Ad Materials	Mail Date
January/February	1/7/2009	1/12/2009	2/10/2009
March/April	3/12/2009	3/17/2009	4/15/2009
May/June	5/18/2009	5/22/2009	6/22/2009
July/August	7/10/2009	7/15/2009	8/13/2009
September/October	9/11/2009	9/16/2009	10/16/2009
November/December	10/30/2009	11/4/2009	12/3/2009

MECHANICAL REQUIREMENTS

	Inches	Millimeters
Trim Size:	11" w x 15 ¼" h	280 mm x 388 mm
Full page (Non-Bleed):	10" w x 14" h	254 mm x 356 mm
Full page (Bleed):	11 ¼" w x 15 ½" h	286 mm x 394 mm
Half page (Non-Bleed):	10" w x 6 ½" h	254 mm x 165 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 proof** (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.

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

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