

# JOURNAL OF PEDIATRIC ONCOLOGY NURSING

Official Journal of the Association of Pediatric Hematology/Oncology Nurses

**APHON**

ASSOCIATION of PEDIATRIC  
HEMATOLOGY/ONCOLOGY NURSES



## ADVERTISING RATES & SPECIFICATIONS

*Effective January 2009*

 SAGE

# 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:** 6 times/year

### 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:

Diane Sherel  
Leonard Media Group  
415 Horsham Road  
Horsham, PA 19044 USA  
Phone: (215) 675-9133 ext. 211  
Fax: (215) 675-9376  
E-mail: dsherel@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, adolescents and young adults 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>

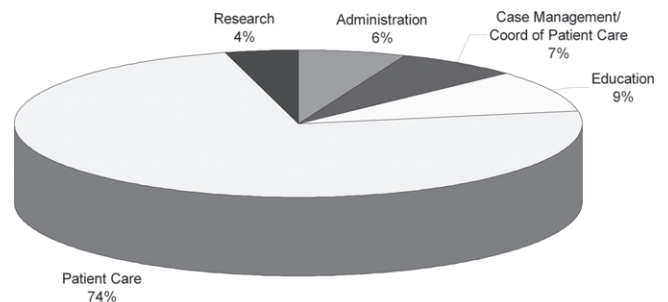
### GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

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.

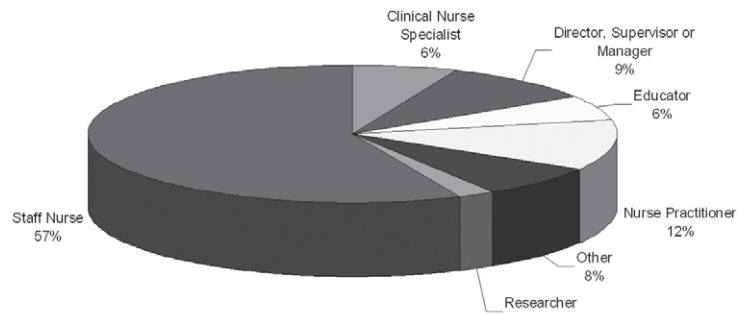
### READERSHIP:

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.

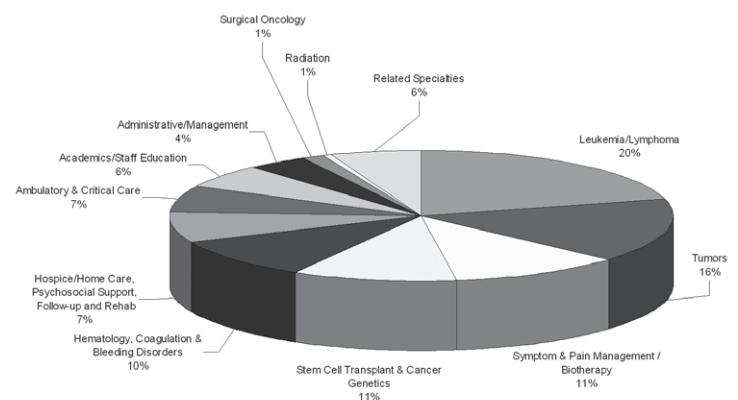
### 74% OF READERS DIRECTLY INVOLVED IN PATIENT CARE



### POSITION



### SPECIALTY



Source: 2007 APHON Membership Data

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## CLOSING DATES – 2009

### January/February Issue

Space Reservations.....	11/5/2008
Materials Closing.....	11/10/2008
Inserts Due.....	11/20/2008
Mail Date.....	12/9/2008

### March/April Issue

Space Reservations.....	1/8/2009
Materials Closing.....	1/13/2009
Inserts Due.....	1/23/2009
Mail Date.....	2/11/2009

### May/June Issue

Space Reservations.....	3/13/2009
Materials Closing.....	3/18/2009
Inserts Due.....	3/27/2009
Mail Date.....	4/16/2009

### July/August Issue

Space Reservations.....	5/20/2009
Materials Closing.....	5/25/2009
Inserts Due.....	6/4/2009
Mail Date.....	6/23/2009

### September/October Issue

Space Reservations.....	7/3/2009
Materials Closing.....	7/8/2009
Inserts Due.....	7/17/2009
Mail Date.....	8/7/2009

### November/December Issue

Space Reservations.....	9/10/2009
Materials Closing.....	9/15/2009
Inserts Due.....	9/25/2009
Mail Date.....	10/14/2009

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 – 2009

### B&W

Frequency	1x	3x	6x	12x	24x
1 page	\$1,265	\$1,210	\$1,155	\$1,095	\$1,030
½ page	\$845	\$810	\$770	\$730	\$685
¼ page	\$530	\$505	\$480	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.....	\$660
Additional Pantone Color, per ad, extra.....	\$780
3 or 4 color, per ad, extra.....	\$1,070

**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 + 30%
Other specified positions: Earned B&W rate + 15%

### INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
6 page insert – 6 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
March/April	National Association of Pediatric Nurse Practitioners (NAPNAP)	March 19-22, 2009	San Diego, CA
September/October	Association of Pediatric Hematology/Oncology Nurses (APHON)	September 10-12, 2009	Orlando, FL

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## ARTWORK SPECIFICATIONS

Trim Size: 8 <sup>3</sup>/<sub>8</sub>" w x 10 <sup>7</sup>/<sub>8</sub>" h

	<b>Non-Bleed</b>	<b>Bleed</b>
Full Page	7" w x 10" h	8 <sup>5</sup> / <sub>8</sub> " w x 11 <sup>1</sup> / <sub>8</sub> " h
½ page horizontal	7" w x 4 <sup>7</sup> / <sub>8</sub> " h	
½ page vertical	3 <sup>3</sup> / <sub>8</sub> " w x 10" h	
¼ page vertical	3 <sup>3</sup> / <sub>8</sub> " w x 4 <sup>7</sup> / <sub>8</sub> " h	

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

## 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 ¼" 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 ¼" 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 ALL ADVERTISING INQUIRIES:

Diane Sherel  
Leonard Media Group  
415 Horsham Road, Horsham, PA 19044 USA  
Phone: 215-675-9133 ext. 211 • Fax: 215-675-9376  
E-mail: [dsherel@leonardmedia.com](mailto:dsherel@leonardmedia.com)

### FOR ARTWORK SUBMISSION:

Anna Gonda  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 805-410-7772 • Fax: 805-499-8096  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### DELIVER PRE-PRINTED INSERTS:

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

Ship to:

Mary Heiliger

CSR

Sheridan Press

450 Fame Avenue, Hanover, PA 17331 USA

Phone: 800-635-7181 ext. 8145

### FOR REPRINT SALES:

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 805-410-7763 • Fax: 805-499-8096  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)

### FOR SUPPLEMENT SALES:

Carolyn Saenz  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 215-279-7597 • Fax: 805-499-8096  
E-mail: [carolyn.saenz@sagepub.com](mailto:carolyn.saenz@sagepub.com)

## ONLINE ADVERTISING OPPORTUNITIES

<http://jopon.sagepub.com>

*Please see separate rate card for online rates.*