GENERAL INFORMATION

The leading worldwide expert for school health services, the National Association of School Nurses (NASN) improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice. NASN also represents school nurses on national and federal committees which affect health services to children.

In addition, NASN supplies written and oral testimony to Congress about school health services on request and advises members of federal legislation affecting school health services.

READERSHIP PROFILE:
The *Journal of School Nursing* and *NASN School Nurse* are read by school nurses and all the members of the National Association of School Nurses.

**LICENSE AND CERTIFICATION:**
- RN .............................................................. 56%
- Certified School Nurse .............................. 33%
- Certified Advanced Practice Nurse .......... 4%
- LPN ............................................................. 1%
- Other .................................................................. 6%

**HIGHEST LEVEL OF EDUCATION COMPLETED:**
- BS in Nursing .............................................. 45%
- MS in Nursing .............................................. 14%
- MA/MS in other field ................................. 14%
- Diploma/Associate Degree in Nursing .......... 14%
- BS/BA in other field .................................... 7%
- Other ............................................................ 6%

**TYPES OF PRODUCTS THE READERS RECOMMEND:**
- Hygiene ...................................................... 69%
- Nutrition ..................................................... 65%
- Allergy ....................................................... 58%
- Flu ............................................................... 56%
- Asthma ......................................................... 47%
- Hearing/Vision ........................................... 31%
- ADD/ADHD and Mental Health ................. 22%

**EMPLOYER TYPE:**
- 78% - Percentage of readers employed by Public Schools
- 22% - Percentage of readers employed by other types of organizations

**READERSHIP OF PUBLICATION:**
- 94% of readers are involved in school nurse office instrument/ equipment purchases
- 75% learn about new products through journal ads - their #1 source!
- 72% read all or most of each issue of JOSN
- 78% read all or most of each issue of NASN School Nurse
- 89% save copies of NASN School Nurse for reference
- 67% have responded to ads in NASN School Nurse in the past 12 months

JOURNAL OF SCHOOL NURSING

The purpose of *Journal of School Nursing (JOSN)* is to provide a forum for advancing the specialty of school nursing and promoting the professional growth of school nurses.

*JOSN* is peer-reviewed and is the official journal of the National Association of School Nurses. It is indexed in the Cumulative Index to Nursing & Allied Health Literature.

**FREQUENCY:** 6 times/year

**CIRCULATION:** 14,400 Total

**JOURNAL OF SCHOOL NURSING DEADLINES:**

<table>
<thead>
<tr>
<th></th>
<th>Space Reservations</th>
<th>Materials Closing</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/09/2010</td>
<td>12/14/2010</td>
<td>12/21/2010</td>
</tr>
<tr>
<td>April</td>
<td>02/11/2011</td>
<td>02/16/2011</td>
<td>02/23/2011</td>
</tr>
<tr>
<td>June</td>
<td>04/11/2011</td>
<td>04/15/2011</td>
<td>04/22/2011</td>
</tr>
<tr>
<td>August</td>
<td>06/13/2011</td>
<td>06/17/2011</td>
<td>06/24/2011</td>
</tr>
<tr>
<td>October</td>
<td>08/12/2011</td>
<td>08/17/2011</td>
<td>08/24/2011</td>
</tr>
</tbody>
</table>

**BONUS DISTRIBUTION/SPECIAL ISSUES:**

<table>
<thead>
<tr>
<th></th>
<th>Conference Distribution</th>
<th>Dates - 2011</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Nat’l Assn of Ped Nurse Practitioners (NAPNAP)</td>
<td>Mar 23-25</td>
<td>Baltimore, MD</td>
</tr>
<tr>
<td>June</td>
<td>Nat’l Assn of School Nurses (NASN)</td>
<td>Jun 29-Jul 3</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>August</td>
<td>&quot;Back to School&quot; Issue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**JOSN 2011 RATES:**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,885</td>
<td>$1,805</td>
<td>$1,780</td>
<td>$1,755</td>
<td>$1,725</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,375</td>
<td>$1,325</td>
<td>$1,275</td>
<td>$1,250</td>
<td>$1,230</td>
</tr>
<tr>
<td>¼ page</td>
<td>$845</td>
<td>$815</td>
<td>$785</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:**

- Standard color: .......................................................... $645
- Pantone color: .......................................................... $810
- 4 Color: ..................................................................... $1,080

**AGENCY COMMISSION:** 15%
**NASN SCHOOL NURSE**

*NASN School Nurse* is the official publication of the National Association of School Nurses. The mission of *NASN School Nurse* is to enhance school nursing practice by facilitating communication and the exchange of information and experience, which will connect members with their school nurse colleagues and engage them in the activities of their professional organization.

**FREQUENCY:** 6 times/year

**CIRCULATION:** 14,550 Total

**NASN SCHOOL NURSE DEADLINES:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Materials Closing</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>01/13/2011</td>
<td>01/18/2011</td>
<td>01/25/2011</td>
</tr>
<tr>
<td>May</td>
<td>03/17/2011</td>
<td>03/22/2011</td>
<td>03/29/2011</td>
</tr>
<tr>
<td>July</td>
<td>05/18/2011</td>
<td>05/23/2011</td>
<td>05/30/2011</td>
</tr>
<tr>
<td>September</td>
<td>07/14/2011</td>
<td>07/19/2011</td>
<td>07/26/2011</td>
</tr>
<tr>
<td>November</td>
<td>09/14/2011</td>
<td>09/19/2011</td>
<td>09/26/2011</td>
</tr>
</tbody>
</table>

**EDITORIAL CALENDAR:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Theme</th>
<th>Conference Distribution 2011</th>
<th>Value-Added Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>The Healthy Student: Inside and Out</td>
<td>Nat’l Assn of Ped Nurse Practitioners (NAPNAP) March 23-25 - Baltimore, MD</td>
<td>Free Ad Perception Reader Survey for all Full page and larger advertisers</td>
</tr>
<tr>
<td>March</td>
<td>Mental Health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Advocacy &amp; the Importance of the School Nurse Voice</td>
<td>Nat’l Assn of School Nurses (NASN) June 29-July 3 - Washington, DC</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Back-to-School Preparation</td>
<td>American Assn. of Diabetes Educators (AADE) August 3-6 - Las Vegas, NV</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Back-to-School Issue/ Student Athletes and Injuries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Sanitation/Infection Control</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All issues also include the following topics: Diabetes, Infectious Diseases, Screening/Referrals, Special Needs, Healthy Lifestyles, Government Affairs, Asthma/Allergy

**2011 RATES:**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,885</td>
<td>$1,805</td>
<td>$1,780</td>
<td>$1,755</td>
<td>$1,725</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,375</td>
<td>$1,325</td>
<td>$1,275</td>
<td>$1,250</td>
<td>$1,230</td>
</tr>
<tr>
<td>¼ page</td>
<td>$845</td>
<td>$815</td>
<td>$785</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Insertions made after the printed space reservation deadline are non-cancelable.

**COLOR RATES:**

- Standard color: ................................................................. $645
- Pantone color: ........................................................................ $810
- 4 Color: ................................................................................ $1,080

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):**

- 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 B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business Reply Cards – earned B&W rate

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

**AGENCY COMMISSION:** 15%
BANNER ADVERTISING ON JOURNAL WEBSITE

JOURNAL OF SCHOOL NURSING: http://josn.sagepub.com
NASN SCHOOL NURSE: http://nasn.sagepub.com

HOME PAGE:

INTERNAL PAGES:

Banner 1: Leaderboard
- Rotate with no more than 2 other banners
- Top of home page and top of interior pages
- Size: 728 x 90
- 3 Month Rate: $1,900
- 6 Month Rate: $3,800
- 12 Month Rate: $6,000

Banner 2: Wide Skyscraper
- Rotate with no more than 2 other banners
- Right Side of Home page and interior pages
- Size: 160 x 600
- 3 Month Rate: $1,375
- 6 Month Rate: $2,750
- 12 Month Rate: $3,850

Banner Type | Exclusive or Rotating | Location | Size | 3 Month Rate | 6 Month Rate | 12 Month Rate
--- | --- | --- | --- | --- | --- | ---
Banner 1: Leaderboard | Rotate with no more than 2 other banners | Top of home page and top of interior pages | 728 x 90 | $1,900 | $3,800 | $6,000
Banner 2: Wide Skyscraper | Rotate with no more than 2 other banners | Right Side of Home page and interior pages | 160 X 600 | $1,375 | $2,750 | $3,850

**Banner AD SPECIFICATIONS:**
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

• Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
• Exclusive visibility may be available in any of the locations. Please contact your representative.
• Please note that some locations may not be available for all sites.
E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

<table>
<thead>
<tr>
<th>e-TOCs</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>Text ad</td>
<td>Up to 40 words plus logo</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

BANNER AD SPECIFICATIONS FOR E-TOC:
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

OTHER MARKETING OPPORTUNITIES
- Belly bands / Cover tips: An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips 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!
- Reprints: Reprints of articles can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.
- Supplements: Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company’s mission.
ARTWORK SPECIFICATIONS

SIZES: JOSN AND NASN SCHOOL NURSE

Trim Size: 8 1/4" x 10 1/8"  
Binding: JOSN: Perfect bound  
          NASN School Nurse: Saddle-stitched

Non-Bleed Bleed

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page:</td>
<td>7” w x 10” h</td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>7” w x 4 3/4” h</td>
</tr>
<tr>
<td>1/2 Page vertical</td>
<td>3 3/8” w x 10” h</td>
</tr>
<tr>
<td>1/4 Page vertical</td>
<td>3 1/8” w x 4 1/4” h</td>
</tr>
</tbody>
</table>

REQUIREMENTS FOR SUBMISSION

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) 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.

NASN SCHOOL NURSE INSERTS:  
Tipped-in Inserts:  
All tipped inserts must be provided pre-trimmed to the sizes specified below.

2 page insert – 8 1/4” w x 11 1/8” h  
4 page insert – 16 1/2” w x 11 1/8” h. Must be provided pre-folded in half.  
8 page insert – 2 forms of 16 1/2” w x 11 1/8” h each. Must be provided pre-glued or pre-stapled.  
Minimum size acceptable for tipped inserts: 5” w x 7” h

ADDRESSES & NUMBERS

FOR ADVERTISING INQUIRIES:  
Steve Clark  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320  
Phone: (484) 494-5948 • Fax: (805) 375-5282  
E-mail: steve.clark@sagepub.com

FOR ARTWORK DELIVERY:  
Kirsten Beaulieu  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7160 • Fax: (805) 499-8096  
E-mail: kirsten.beaulieu@sagepub.com

FOR ADDITIONAL INFORMATION REGARDING EDUCATIONAL SPONSORSHIP OPPORTUNITIES, GRANT REQUESTS, ETC, PLEASE CONTACT:  
Jaime Dawson  
National Association of School Nurses  
8484 Georgia Avenue #420, Silver Spring, MD 20910 USA  
Phone: (240) 821-1130  
E-mail: jdawson@nasn.org

DELIVER PRE-PRINTED INSERTS:  
(list journal name, issue # and quantity on boxes/skid)  
Ship to:  
Tina Pringle/Pam Hays  
Dartmouth Printing  
69 Lyme Road, Hanover, NH 03755 USA  
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT INQUIRIES:  
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

JOSN 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.