JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION

Official Journal of the American Psychiatric Nurses Association

MEDIA KIT
Effective January 2011

- Print Advertising
- Online Advertising
- Supplements & Other Marketing Opportunities
JOURNAL OF THE AMERICAN PSYCHIATRIC NURSES ASSOCIATION

GENERAL INFORMATION

FREQUENCY: 6 times/year

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320 USA, Phone: 805-499-0721, Fax: 805-499-8096

SOCIETY AFFILIATION: Official Journal of the American Psychiatric Nurses Association

COMMERCIAL SALES DIRECTOR: Bob Vrooman, SAGE Publications

EXHIBITING AT ANNUAL CONFERENCE: If you are interested in exhibiting at the APNA annual conference, please contact:
Director of Meetings and Marketing: Keely McNerney
Toll Free: 1-703-971-6114 • E-mail: keely@kmassociates.net

DESCRIPTION: Journal of the American Psychiatric Nurses Association (JAPNA) is a peer-reviewed journal designed to inform psychiatric nurses about important clinical and useful psychiatric care developments. Topics include practice challenges, new theories, and changes occurring in the field as well as in various subspecialties (such as chemical dependence, liaison nursing practice, child and adolescent mental health, marriage and family counseling, and gerontologic mental health).

CIRCULATION: 6,680 Paid

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.

BONUS DISTRIBUTION:

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONFERENCE DISTRIBUTION</th>
<th>DATES - 2011</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug</td>
<td>American Psychiatric Nurses Assoc (APNA)</td>
<td>October 19-22</td>
<td>Anaheim, CA</td>
</tr>
</tbody>
</table>

READERSHIP PROFILE

JAPNA readers consist of all members of the American Psychiatric Nurses Association plus individual psychiatric nurse subscribers. These readers are directly involved with patient care on a daily basis — administering and monitoring drug use and dosage, assessing, diagnosing and treating individuals with psychiatric problems/disorders, and, in many cases, actually writing the prescription for the patient.

The readership consists of 65% advance practice nurses, including Nurse Practitioners with prescriptive authority and Clinical Nurse Specialists, who have prescriptive authority in 36 of 50 states in psychiatric mental health nursing.

- 50% of total readership write prescriptions for their patients
- 61% of total readership have prescribing influence

68% have taken action during the past year as a result of advertisements/articles in JAPNA.

The average respondent spends 40.1 minutes reading an issue of JAPNA.

The average number of readers per copy is 2.5, comprising a total reading audience of 14,003.

The average respondent sees 18.7 patients in a typical week.
CLOSING DATES – 2011

February Issue
Space Reservations ......................................................... 12/10/2010
Materials Closing ......................................................... 12/15/2010
Inserts Due ........................................................................ 12/22/2010

April Issue
Space Reservations ......................................................... 02/11/2011
Materials Closing ......................................................... 02/16/2011
Inserts Due ........................................................................ 02/23/2011

June Issue
Space Reservations ......................................................... 04/07/2011
Materials Closing ......................................................... 04/12/2011
Inserts Due ........................................................................ 04/19/2011

August Issue
Space Reservations ......................................................... 06/09/2011
Materials Closing ......................................................... 06/14/2011
Inserts Due ........................................................................ 06/21/2011

October Issue
Space Reservations ......................................................... 08/05/2011
Materials Closing ......................................................... 08/10/2011
Inserts Due ........................................................................ 08/17/2011

December Issue
Space Reservations ......................................................... 10/07/2011
Materials Closing ......................................................... 10/12/2011
Inserts Due ........................................................................ 10/19/2011

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

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 – 2011

B&W

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,445</td>
<td>$1,400</td>
<td>$1,350</td>
<td>$1,295</td>
<td>$1,240</td>
<td>$1,195</td>
<td>$1,150</td>
</tr>
<tr>
<td>½ page</td>
<td>$910</td>
<td>$880</td>
<td>$845</td>
<td>$810</td>
<td>$775</td>
<td>$745</td>
<td>$720</td>
</tr>
<tr>
<td>¼ page</td>
<td>$650</td>
<td>$630</td>
<td>$595</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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.

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

COLOR RATES:

Standard color: ........................................................................... $920
Pantone color: ............................................................................... $1,155
4 Color: ......................................................................................... $1,540

AGENCY COMMISSION: 15%

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%
- Facing First Text Page: Earned B&W rate + 15%
- 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.

INSERT QUANTITY ESTIMATE:

Please call your representative prior to each issue because the quantity fluctuates for each issue.

PAYMENT TERMS

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

WHY CHOOSE JAPNA OVER THE COMPETITION?

The cost per thousand (CPM) for JAPNA is a fraction of that of the closest competitors…

CPM – B&W PAGE

CPM – 4/C PAGE

Source: SRDS Winter 2010 issue, 1x ad rates.
ARTWORK SPECIFICATIONS

Trim Size: 8 1/8” w x 10 7/8” h

<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 7/8” 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 3/8” w x 4 7/8” h</td>
</tr>
</tbody>
</table>

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) 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 must be 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 5” x 7”
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.

FOR DISPLAY AND CLASSIFIED ADVERTISING:
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

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 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

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SPECIAL MARKETING OPPORTUNITIES

• Journal supplements – Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company’s mission.
• 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!
• Article reprints – Reprints of articles pertinent to your company’s mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.
• Belly band / 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 readers.

Please contact the publisher for more information about any of these opportunities.