MEDIA KIT
Effective January 2011
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:
Amanda Mihalsky
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2455 Teller Road
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Phone: (805) 410-7345
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E-mail: amanda.mihalsky@sagepub.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: (847) 375-6478
E-mail: info@aphon.org
Web site: 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

Surgical Oncology
Radiation
Related Specialties
Administrative/Management
Academics/Staff Education
Ambulatory & Critical Care
Hospice/Home Care Psychosocial Support, Follow-up and Reha
Hematology,Coagulation & Bleeding Disorders
Stem Cell Transplant & Cancer Genetics
Symptom & Pain Management/ Biotherapy
Leukemia/Lymphoma
Tumors
16%
CLOSING DATES – 2011

January/February Issue
Space Reservations .............................................................. 11/12/2010
Materials Closing ................................................................. 11/17/2010
Inserts Due .............................................................................. 11/24/2010

March/April Issue
Space Reservations .............................................................. 01/13/2011
Materials Closing ................................................................. 01/18/2011
Inserts Due .............................................................................. 01/25/2011

May/June Issue
Space Reservations .............................................................. 03/18/2011
Materials Closing ................................................................. 03/23/2011
Inserts Due .............................................................................. 03/30/2011

July/August Issue
Space Reservations .............................................................. 05/18/2011
Materials Closing ................................................................. 05/23/2011
Inserts Due .............................................................................. 05/30/2011

September/October Issue
Space Reservations .............................................................. 07/14/2011
Materials Closing ................................................................. 07/19/2011
Inserts Due .............................................................................. 07/26/2011

November/December Issue
Space Reservations .............................................................. 09/14/2011
Materials Closing ................................................................. 09/19/2011
Inserts Due .............................................................................. 09/26/2011

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.

ONLINE ADVERTISING OPPORTUNITIES

http://jopon.sagepub.com

e-Healthcare Solutions
810 Bear Tavern Rd, Suite 102
Ewing, NJ 08628
E-Mail: sales@e-healthcaresolutions.com
Web: www.e-healthcaresolutions.com
R.J. Lewis, Phone - 609-882-8887, ext-1

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>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,360</td>
<td>$1,305</td>
<td>$1,245</td>
<td>$1,180</td>
<td>$1,115</td>
</tr>
<tr>
<td>½ page</td>
<td>$950</td>
<td>$910</td>
<td>$865</td>
<td>$820</td>
<td>$770</td>
</tr>
<tr>
<td>¼ page</td>
<td>$610</td>
<td>$585</td>
<td>$555</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: ................................................................. $690
Pantone color: ................................................................. $860
4 Color: ................................................................. $1,150

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%
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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONFERENCE</th>
<th>DATES</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept/Oct 2011</td>
<td>Aphon Annual Meeting</td>
<td>September 8-10</td>
<td>Anaheim, CA</td>
</tr>
</tbody>
</table>
ARTWORK SPECIFICATIONS

Trim Size: 8 ⅞" w x 10 ⅞" h

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot; w x 10&quot; h</td>
<td>8 ⅞&quot; w x 11 ⅞&quot; h</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7&quot; w x 4 ⅞&quot; h</td>
<td></td>
</tr>
<tr>
<td>¼ page horizontal</td>
<td>3 ⅞&quot; w x 10&quot; h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>3 ⅞&quot; w x 4 ⅞&quot; h</td>
<td></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 are jogged to the head. All bind-in cards and inserts must have ⅛" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be ⅛" 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.

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.