

Journal of Trauma Nursing

Circulation: 1,565

Issuance: 4 issues

Frequency: Quarterly

Editorial Focus:

Journal of Trauma Nursing provides original articles and information that reflect the practice of trauma nursing in the areas of clinical practice, education, health policy, administration, and research.

Organizational Affiliation:

Official Journal of the Society of Trauma Nurses

Bonus Distribution/Special Opportunities:

American Association of Critical-Care Nurses; American Heart Association; Emergency Nurses Association; American Association of Cardiovascular & Pulmonary Rehabilitation; Preventive Cardiovascular Nurses Association; Society of Trauma Nurses

Publisher: Kathleen Phelan

Placement Policy: Advertising is interspersed and appears on covers.

Market:

Trauma coordinators and program managers, case managers, advanced practice trauma nurses, educators, and staff nurses working in emergency departments and intensive care units.

Bonus Distribution is subject to change. Please contact your sales representative for more information.

Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$865	\$675	\$495
4x	\$800	\$590	\$495
8x	\$745	\$495	\$495

Inserts

- a. Two-page insert: 2 times earned b/w page rate.
- b. Four-page insert: 4 times earned b/w page rate.
- c. Larger units, gatefolds, BRCs: consult Sales Representative.

Color Rates:

STD COLOR: \$440

MATCH COLOR: \$525

3 and 4 COLOR: \$645

Cover and Preferred Position Rates:

2nd Cover: 25%

3rd Cover: 25%

4th Cover: 50%

Page facing first page of text: 25%

Opposite Masthead: 10%

Opposite TOC: 25%

Corporate Discount:

LWW is pleased to offer a Corporate Discount Program based on prior year print and online advertising spend with LWW journals. Discount structure and spending levels are as follows:

Prior Year Spending	Level Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000	7.0%

This discount is guaranteed for the calendar year and will be deducted from the gross for each invoice.

Requirement for Acceptance of Advertising: Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Closing Dates

Issue	Space Reservation	Materials Due
January/March	02/25/2010	03/04/2010
April/June	05/26/2010	06/03/2010
July/September	08/26/2010	09/02/2010
October/December	11/24/2010	12/03/2010

Mechanical Specs

Type of Binding: Saddle-stitched

Journal Trim Size: 7 3/4" x 10 3/4" Safety allowance for live matter: 1/2" from trim.

Half tone screen: 133-150

Page Sizes:

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	6 7/8"	x	9 7/8"	8"	x	11"
Full page spread:				15 3/4"	x	11"
1/2 page horizontal:	6 7/8"	x	4 7/8"			
1/2 page vertical:	3 3/8"	x	9 7/8"			
1/4 page:	3 3/8"	x	4 7/8"			

Submission of Ads:

Digital ads required. Press-ready PDFs preferred. When sending in this format, please embed all fonts and subset at 100%. CDs accepted on a case-by-case basis, please contact your Advertising Coordinator to confirm. Ad materials submitted for 4/C must be saved as CMYK. PMS and RGB colors will be converted to CMYK. All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hard copy proof. Submit electronically (FTP or E-mail acceptable/E-mailed files should be no larger than 5MB), Mac or PC format. Files must be PDF (preferred), TIFF, or EPS format, high resolution at a minimum of 300 dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts.

Proofs: Required for all methods of ad submission (including e-mail). Supply a printer quality color proof that matches the supplied digital ad at 100% size. Standard Web Offset Printing (SWOP) Press proof or SWOP Off-Press Proof (Kodak Approval or equivalent) is required for color guidance on press. If a color proof is not supplied, Wolters Kluwer Health | Lippincott Williams & Wilkins will print to SWOP standards. Wolters Kluwer Health | Lippincott Williams & Wilkins assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

Insert Requirements:

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding. Consult Advertising Coordinator for insert size and quantity.

Acceptance: AMP insert guidelines. Sample of insert must be submitted to Advertising Sales Office for approval.

Availability: Two to twelve pages. All inserts including BRCs and gatefolds must be approved in advance.

Insert Shipping Instructions:

Carton packing preferred. Publication, quantity and date must be clearly indicated. Consult Advertising Coordinator for insert shipping address.

Disposition of Reproduction Materials:

Material will be held for one year from date of last insertion and then destroyed unless specifically instructed otherwise.

Online Advertising

Online Sales Opportunities: Advertising on the LWW eJournal Network provides efficient exposure to your target audience. Contact your advertising sales representative about LWW eJournal Network or visit <http://www.lww.com/advertisingonline> for more information.

Contacts

Sales

Name: Lippincott Williams & Wilkins (Journal of Trauma Nursing _____ issue)

Attention: Sue Schmidt (Product: Western Region)

Address: 323 Norristown Road, Suite 200
Ambler, PA 19002

Phone: 866-442-4190

Fax: 847-441-6350

Email Address: sue.schmidt@wolterskluwer.com

Sales

Name: Lippincott Williams & Wilkins (Journal of Trauma Nursing _____ issue)

Attention: Irene Anthony (Recruitment)

Address: 323 Norristown Road, Suite 200
Ambler, PA 19002

Phone: 800-869-6200

Fax: 562-685-0578

Email Address: irene.anthony@wolterskluwer.com

Sales

Name: Lippincott Williams & Wilkins (Journal of Trauma Nursing _____ issue)

Attention: Sue Ryan, RN (Product: Eastern Region)

Address: 323 Norristown Road, Suite 200
Ambler, PA 19002

Phone: 800-457-9076

Fax: 203-853-2252

Email Address: sue.ryan@wolterskluwer.com

Advertising Coordinator

Name: Lippincott Williams & Wilkins (Journal of Trauma Nursing _____ issue)

Attention: Diane Shapiro

Address: 323 Norristown Road, Suite 200
Ambler, PA 19002

Phone: 215-628-6538

Fax: 215-689-4291

Email Address: diane.shapiro@wolterskluwer.com