

2008 Advertising Rate Information

JOURNAL OF TRAUMA NURSING

Staff

Lippincott Williams & Wilkins

530 Walnut Street
Philadelphia, PA 19106-3621

Advertising Sales Office

323 Norristown Road, Suite 200
Ambler, PA 19002

PRODUCT ADVERTISING

National Sales Manager:

Lippincott Williams & Wilkins
351 W. Camden Street
Baltimore, MD 21201
(410) 528-8553, Fax (410) 558-6851
sherry.reed@wolterskluwer.com

Sherry Reed

RECRUITMENT ADVERTISING

National Sales Manager:

(888) 291-4242 ext. 5, Fax (847) 674-0211
pat.wendelken@wolterskluwer.com

Pat Wendelken

National Sales Representative:

(888) 291-4242 ext. 1, Fax (847) 674-0211
c.anderson@wolterskluwer.com

Carol Anderson

Advertising Coordinator:

(800) 346-7844 ext. 6538, Fax (215) 689-4291
diane.shapiro@wolterskluwer.com

Diane Shapiro

Publisher:

Kathleen M. Phelan

General

ISSUANCE:

Frequency: Quarterly.
March, June, September, December.

ESTABLISHED: 1994.

ORGANIZATIONAL AFFILIATION:

Official Journal of the Society of Trauma Nurses

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.

MARKET:

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

CIRCULATION:

Paid – 2,000

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to the approval of the Publisher and Editor.

PLACEMENT POLICY:

Interspersed and appears on covers.

Advertising

CLOSING DATE FOR SPACE AND MATERIALS:

Issue	Reservations & Cancellations	Materials
March	2/27/08	3/4/08
June	5/28/08	6/3/08
September	8/27/08	9/3/08
December	11/25/08	12/3/08

Typesetting:

Allow 2 extra weeks.

RATES:

Earned page rate is determined by the number of insertions per calendar year. Space purchased by parent company and subsidiaries are combined.

2008 Advertising Rates

BLACK & WHITE RATES:

	Full Page	Half Page	Quarter Page
1x	\$810	\$635	\$465
4x	750	550	465
8x	695	465	465

COLOR:

Premium over earned B&W page rate.
Standard: \$410 Matched: \$490 Three/Four: \$605
Per page or fraction of page.

CLASSIFIED:

Line Classified: \$34 per line
Minimum per ad: \$170

TYPESETTING CHARGES:

Full-page: \$145 Half-page or less: \$90

SPECIAL POSITIONS:

Premium over earned B&W page rate.
Cover 4: 50% Opposite first page of text: 25%
Cover 2: 25% Opposite Table of Contents: 25%
Cover 3: 25% Opposite Masthead: 10%

BLEED:

No charge.

AGENCY COMMISSION:

15% of gross.

Mechanical Requirements

AD SIZE	WIDTH	DEPTH
Full Page	6 7/8"	9 7/8"
1/2 Page (Vertical)	3 3/8"	9 7/8"
1/2 Page (Horizontal)	6 7/8"	4 7/8"
1/4 Page	3 3/8"	4 7/8"

TRIM SIZE: 7 7/8" x 10 7/8".

BLEED DIMENSIONS:

Full page: 8 1/8" x 11 1/8". Full page spread: 16" x 11 1/8"
Safety allowance for live matter: 1/2" from trim.

MATERIALS SUBMISSION:

Digital ads required. Press-ready PDFs preferred. If sending in this format, please embed all fonts and subset at 100%. 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 on CD or electronically (FTP or E-mail acceptable/E-mailed files should be no larger than 5MB), Mac or PC format, using QuarkXPress, PhotoShop, or Illustrator software. Supply a list of all supporting art files. Files must be PDF (preferred), TIFF, or EPS format, high resolution at a minimum of 300dpi. 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, LWW will print to SWOP standards. LWW assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

HALFTONE: 133-150.

PRINTING PROCESS: Sheet fed.

BINDING: Saddle stitched.

Inserts

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

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

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

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.

INSERT SHIPPING INSTRUCTIONS:

Carton packing preferred. Publication, quantity and date must be clearly indicated.

DISPOSITION OF INSERTS/SAMPLES:

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

Addresses

ADVERTISEMENT INSERTION ORDERS AND REPRODUCTION MATERIALS:

Lippincott Williams & Wilkins
Journal of Trauma Nursing (Issue Date)
323 Norristown Road, Suite 200
Ambler, PA 19002
Attn: Diane Shapiro
(800) 346-7844 Ext. 6538, Fax (215) 689-4291
E-mail: diane.shapiro@wolterskluwer.com

INSERTS:

Consult Advertising Coordinator.

Bonus Distribution*

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

Contact Sales Representative for specific issue(s) information.

**Subject to change*