



Journal of
WOCN
Wound, Ostomy and Continence Nursing
Official Publication of the Wound, Ostomy and Continence Nurses Society

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Advertising Sales Office: 323 Norristown Road, Suite 200 • Ambler, PA 19002 • Phone: 215-628-7796 • Fax: 215-540-0668

i GENERAL INFORMATION

1. ISSUANCE:

Frequency: Bimonthly: January, March, May, July, September, November

2. ESTABLISHED: 1974.

3. EDITORIAL FOCUS:

Written with special focus on specialized care and management in the areas of abdominal stomas, fistulas, wounds, incontinence, pressure ulcers, vascular ulcers and other related conditions. Addresses the latest information needs of wound, ostomy and continence nurses and enterostomal therapy nurses.

4. BONUS DISTRIBUTION:

March/April — WOCN

May/June — WOCN, American Nurses Association

Sept/Oct — Advances in Skin & Wound Care Symposium

Contact Sales Representative for specific issue(s) information.

5. SUBSCRIPTION PRICES:

U.S.: \$69 Individual, \$209 Institutional

6. REQUIREMENT FOR ACCEPTANCE OF ADVERTISING:

Subject to approval of the Publisher and Editor

7. PLACEMENT POLICY OF ADVERTISING:

Interspersed and appears on covers.

8. STAFF:

Editor: Katherine N. Moore, RN, PhD

Publisher: Beth L. Guthy, E-mail: bguthy@lww.com

Director of Advertising Sales: Greg Pessagno

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C CIRCULATION

9. CIRCULATION: 4,855.

10. MARKET: Wound, ostomy and continence nurses, enterostomal therapy nurses, gerontological nurses, home care nurses, and acute and long-term care administrators and directors of nursing.

\$ RATES

11. RATES: (Effective January 2004).

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

B/W Rates

	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>
1x	\$1,345	\$995	\$740
3x	1,285	965	730
6x	1,220	920	705
12x	1,180	875	695
18x	1,145	865	695
24x	1,130	840	695
36x	1,120	830	695

12. COLOR:

Premium over earned B&W page rate.

Standard: \$440 Matched: \$525 Metallic: \$690

4-color process: \$1,015

13. CLOSING DATES:

<u>Issue</u>	<u>Reservations & Cancellations</u>	<u>Materials</u>
January	1/15/04	1/21/04
March	2/19/04	2/26/04
May	4/21/04	4/28/04
July	6/18/04	6/25/04
September	8/20/04	8/27/04
November	10/21/04	10/28/04

Typesetting: Allow 2 extra weeks

14. CLASSIFIED:

Line Classified: \$27 per line

Minimum per ad: \$135

Display classified ads available.

Typesetting Charges:

Full Page: \$115

Half-page or less: \$75

15. 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 at Advertising Department 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.

16. SPECIAL POSITIONS:

Premium over earned B&W page rate.

- Cover 4: 50%
- Cover 2: 50%
- Cover 3: 25%
- Opposite Table of Contents: 25%
- Bleed: No charge.

17. AGENCY COMMISSION: 15% of gross.

18. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

MECHANICAL REQUIREMENTS

19. JOURNAL TRIM SIZE: 8 1/8" x 10 7/8"

Page Size	NON-BLEED		
	Width		Height
Full Page	7"	x	10"
1/2 Page (Horizontal)	7"	x	4 7/8"
1/2 Page (Vertical)	3 3/8"	x	10"
1/4 Page	3 3/8"	x	4 7/8"
Spread	16 1/4"	x	10 3/8"

Page Size **BLEED**

Page Size	Width		Height
	Full Page	8 3/8"	x
1/2 Page (Horizontal)	8 3/8"	x	5 1/2"
1/2 Page (Vertical)	4 1/2"	x	11 1/4"
Full Page Spread	16 1/2"	x	11 1/8"

Safety allowance for live matter: 1/2" from trim

20. TYPE OF BINDING: Perfect.

21. REPRODUCTION REQUIREMENTS:

Film negatives (right reading emulsion side down) preferred. All reproduction materials must have register, center, and trim marks clearly indicated. Each negative must be marked for color. Color ads must be accompanied by one set of progressive proofs and two final proofs. Color rotation: yellow, black, magenta, cyan.

22. HALFTONE: 133 line screen

23. ELECTRONIC SUBMISSION:

Electronic files are accepted if they are received NO LATER than closing date for publication. All disks must include file name, hard copy proof, contact person and telephone number. Submit on a disk (Zip, CD, or 3.5 floppy), in Mac or PC format, using QuarkXpress, PhotoShop or Illustrator software. Supply a list of all supporting art files. Files must be TIFF or EPS format, high resolution at 300dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts. For e-mail, please specify advertiser's name, issue date, colors, and ad size. Email ads to: vmccarth@lww.com

24. PAPER STOCK:

- Inside Pages: 50# Dependoweb.
- Covers: 100# Aero Gloss.

25. INSERT REQUIREMENTS:

- All inserts are to be supplied untrimmed, folded (except single leaves), and ready for binding.
- Inserts: 8 3/8" x 11 1/4".
- Keep live matter 1/2" from trim.
- Quantity: Consult Sales Representative.
- Stock Weight: Maximum 100 lb. coated.
- Insert Shipping Instructions: Carton packing preferred. Publication, quantity and date must be clearly indicated.

26. BUSINESS REPLY CARD REQUIREMENTS:

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the Manufacturing Coordinator for minimum and maximum sizes, paper stock, and binding requirements.

27. DISPOSITION OF REPRODUCTION MATERIAL:

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

28. ADDRESSES:

- Product and Recruitment advertisement insertion orders and reproduction materials: Lippincott Williams & Wilkins, Attn: *Journal of WOCN (Month)*, 323 Norristown Road, Suite 200, Ambler, PA 19002, Attn: Valerie McCarthy.
- Send all inserts to: Dartmouth Printing Company, *Journal of WOCN (Month & Quantity)*, 69 Lyme Road, Hanover, NH 03755, Attn: Tina Pringle.



LIPPINCOTT WILLIAMS & WILKINS