

2007 Advertising Rate Information

Advances in Neonatal Care

Official Journal of the National Association of Neonatal Nurses

Staff

Lippincott Williams & Wilkins

530 Walnut Street
Philadelphia, PA 19106-3621

Advertising Sales Office

323 Norristown Road, Suite 200
Ambler, PA 19002

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PRODUCT AND RECRUITMENT ADVERTISING

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(570) 223-6640, Fax (215) 540-0668
paula.gould@wolterskluwer.com

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(800) 967-3400, Fax (215) 540-0668
kristi.kenning@wolterskluwer.com

CLASSIFIED ADVERTISING

Vanessa Fuller
(856) 784-3105, Fax (856) 784-3159
vanessa.fuller@wolterskluwer.com

Advertising Coordinator: Valerie McCarthy

(215) 628-7796, Fax (215) 540-0668
valerie.mccarthy@wolterskluwer.com

Editor: Catherine Witt, MS, NNP

Publisher: Beth Guthy • beth.guthy@wolterskluwer.com

General

ISSUANCE: Frequency: Bimonthly.
February, April, June, August, October, December.
Mails second week of issue month.

ESTABLISHED: 2001.

JOURNAL WEBSITE: www.advancesinneonatalcare.org.

EDITORIAL FOCUS:

Advances in Neonatal Care, the Official Journal of the National Association of Neonatal Nurses, is a peer-reviewed journal that publishes articles of relevance to nurses and health care providers involved in caring for newborns in the hospital, newborn intensive care unit, and in the home.

MARKET:

Neonatal nurses, neonatal nurse practitioners, physicians and healthcare professionals in the NICU.

CIRCULATION: 7,800.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to approval of the Publisher and Editor.

PLACEMENT POLICY:

Advertising precedes and follows editorial.

Advertising

CLOSING DATE FOR SPACE AND MATERIALS:

Reservations and Cancellations:

10th of the month preceding month of issue.

Materials:

24th of the month preceding month of issue.

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.

2007 Advertising Rates

BLACK & WHITE RATES

| | Full Page | Half Page | Quarter Page |
|-----|-----------|-----------|--------------|
| 1x | \$2,175 | \$1,590 | \$1,075 |
| 3x | 2,045 | 1,490 | 1,015 |
| 6x | 1,930 | 1,405 | 945 |
| 9x | 1,820 | 1,320 | 890 |
| 12x | 1,715 | 1,245 | 840 |

COLOR:

Premium over earned B&W page rate.
Standard: \$545 Matched: \$655 Three/Four: \$1,570
Per page or fraction of page.

CLASSIFIED:

Line Classified: \$36 per line
Minimum per ad: \$365
Display classified ads available.

TYPESETTING CHARGES:

Full-page: \$115 Half-page or less: \$80

BLEED: No charge.

AGENCY COMMISSION: 15% of gross.

SPECIAL POSITIONS:

Premium over earned B&W page rate.
Cover 4: 50% Opposite table of contents: 25%
Cover 2: 35% First right hand page: 25%
Cover 3: 25% Other guaranteed positions: 10%

INCENTIVES:

Contact your Sales Representative for special combination incentive programs with other LWW journals.

SPECIAL MARKETING OPPORTUNITIES:

Contact Sales Representative.

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"; 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. E-mail ads to: valerie.mccarthy@wolterskluwer.com.

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: Perfect.

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.

Inserts: 8 1/2" x 11 1/4".

Keep live matter 1/2" from trim.

QUANTITY: Consult Advertising Coordinator.

STOCK WEIGHT: Maximum 100 lb. coated.

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

PRODUCT AND RECRUITMENT (DISPLAY AND LINE CLASSIFIED) ADVERTISEMENT INSERTION ORDERS AND REPRODUCTION MATERIALS:

Lippincott Williams & Wilkins
Advances in Neonatal Care (Issue Date)
323 Norristown Road, Suite 200
Ambler, PA 19002
Attn: Valerie McCarthy
(215) 628-7796, Fax (215) 540-0668
valerie.mccarthy@wolterskluwer.com

INSERTS:

Consult Advertising Coordinator.

Bonus Distribution

- National Association of Pediatric Nurse Practitioners
- Academy of Neonatal Nursing
- Association of Women's Health, Obstetric and Neonatal Nurses
- National Association of Neonatal Nurses

Contact Sales Representative for specific issue(s) information.

Internet Advertising Opportunities:
www.nursingcenter.com



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