

2006 Advertising Rate Information

NURSING RESEARCH

Staff

Lippincott Williams & Wilkins

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Philadelphia, PA 19106-3621

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Editor:

Molly C. Dougherty, PhD, RN

Publisher:

Sandra Kasko

General

ISSUANCE:

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

ESTABLISHED: 1952.

ORGANIZATION AFFILIATION:

The Official Journal of the Eastern Nursing Research Society and the Western Institute of Nursing.

EDITORIAL FOCUS:

Nursing Research (NR) provides a forum for disseminating results of a wide variety of nursing research. NR's editorial uniquely fills the gaps often left in other nursing literature, builds on previously reported investigations and presents vital new practical and theoretical approaches to solutions in the nursing field. Editorial includes nursing models, analysis of nursing theory, educational trends and clinical research. NR is consistently the most highly cited nursing research journal.

MARKET:

Nurse researchers, educators, clinicians and advanced degree candidates in the nursing field.

CIRCULATION:

Paid - 5,500.

SUBSCRIPTION PRICES:

\$85 individual, \$259 institutional.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to the approval of the Publisher and Editor.

PLACEMENT POLICY:

Stacked and appears on covers.

Advertising

CLOSING DATE FOR SPACE AND MATERIALS:

Reservations and Cancellations:

22nd of the month preceding issue date.

Materials:

28th of the month preceding issue date.

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.

2006 Advertising Rates

BLACK & WHITE RATES

	Full Page	Half Page	Quarter Page
1x	\$2,035	\$1,240	\$770
3x	1,960	1,200	760
6x	1,880	1,155	755
12x	1,850	1,130	750
18x	1,825	1,120	730
24x	1,815	1,115	725
36x	1,805	1,110	720

COLOR:

Premium over earned B&W page rate.

Standard: \$645 Matched: \$755 Three/Four: \$2,020
Per page or fraction of page.

CLASSIFIED:

Line Classified: \$42 per line
Minimum per ad: \$210
Display classified ads available.

TYPESETTING CHARGES FOR DISPLAY ADS:

Full-page: \$135 Half-page or less: \$85

SPECIAL POSITIONS:

Premium over earned B&W page rate.

Cover 4: 50% Opposite first page of text: 25%
Cover 2: 30% 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	7"	10"
1/2 Page (Vertical)	3 3/8"	10"
1/2 Page (Horizontal)	7"	4 7/8"
1/4 Page	3 3/8"	4 7/8"

TRIM SIZE:

Full page: 8 1/8" x 10 7/8".

BLEED DIMENSIONS:

Full-page: 8 3/8" x 11 1/8". Full page spread: 16 3/4" x 11 1/8"

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

MATERIALS SUBMISSION:

Digital files required. Ad materials submitted for 4/C electronic ads must be saved as CMYK. PMS colors will be converted to CMYK. All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hardcopy proof. Submit on disk (Zip or CD), Mac or PC format, using QuarkXPress, Photoshop, or Illustrator software. Supply a list of all supporting art files. Files must be TIFF, PDF, or EPS format, high resolution at 300 dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts. E-mailed files should be no larger than 3MB.

Proofs: Required for all methods of ad submission (including e-mail). Supply a chromalin/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 produce one at the advertiser's expense and will print to SWOP standards. LWW assumes no responsibility for final printing of the ad in the event that a chromalin/printer quality color proof is not provided.

HALFTONE: 133.

PRINTING PROCESS: Offset/sheet fed.

PAPER STOCK:

Inside pages: 45 lb. Lighthouse gloss.

Covers: 8 point, C2S.

BINDING: Perfect bound.

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 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.

INSERT REQUIREMENTS:

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding.

Inserts: 8" x 11" and must have 3" lip at gutter for binding. Keep live matter 1/2" from trim.

QUANTITY: Consult Sales Representative.

STOCK WEIGHT: Maximum 80 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 insertion and then destroyed unless specifically instructed otherwise.

Addresses

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

Lippincott Williams & Wilkins
Nursing Research (Issue Date)
 323 Norristown Road, Suite 200
 Ambler, PA 19002
 Attn: Diane Shapiro
 E-mail: dshapiro@lww.com
 (800) 346-7844, ext. 6538, Fax (215) 654-1365

INSERTS:

Dartmouth Printing Co.
Nursing Research (Issue Date)
 69 Lyme Road
 Hanover, NH 03755
 Attn: Tina Pringle

Special Issues

Nursing Research will receive bonus distribution at the following nursing meetings in 2006:*

Eastern Nursing Research Society
 Midwest Nursing Research Society
 American Organization of Nurse Executives
 American Society for Healthcare Education & Training
 National Nursing Staff Development Organization
 National Student Nurses Association
 American Academy of Nursing
 American Association of Critical-Care Nurses
 Southern Nursing Research Society
 Western Institute of Nursing
 National Association of Orthopaedic Nurses
 Society of Gastroenterology Nurses and Associates
 Oncology Nursing Society
 Association of Women's Health Obstetrics and Neonatal Nurses (AWHONN)

Contact Sales Representative for specific issue(s) information.

*Bonus distribution subject to change.