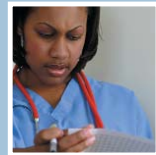


The VNAA Official Journal for Clinical Practice
OFFICIAL JOURNAL OF THE HOME HEALTHCARE NURSES ASSOCIATION

home

Healthcare Nurse

THE JOURNAL FOR THE HOME CARE AND HOSPICE PROFESSIONAL



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Healthcare Nurse

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STAFF

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598 Gray Street
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Phone: 630-845-1285
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E-mail: reedmedi@sbcglobal.net

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Phone: 800-869-6200
Fax: 562-685-0578
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Phone: 847-741-6002
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Valerie McCarthy
Wolters Kluwer Health
Lippincott Williams & Wilkins
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Lippincott Williams & Wilkins
530 Walnut Street
Philadelphia, PA 19106-3621

EDITOR-IN-CHIEF:

Tina M. Marrelli, MSN, MA, RN



GENERAL INFORMATION

ISSUANCE:

Frequency: 10 times per year.
January, February, March, April, May, June, July/August, September, October, November/December.

ESTABLISHED: 1982.

ORGANIZATIONAL AFFILIATION:

The Home Healthcare Nurses Association (HHNA) is a national professional nursing organization of members involved in home health care practice, education, administration, and research. This specialty nursing organization provides a forum for members to discuss and refine the professional, educational, and conceptual aspects of home care practice. This vision has fostered HHNA's commitment to developing the specialty of home healthcare nursing and influencing public policy as it affects home healthcare nursing practice.

The Visiting Nurse Associations of America (VNAA) was established as the official national association of freestanding, not-for-profit, community based, home health organizations known as Visiting Nurse agencies. They have a united mission: to bring about compassionate, quality home care to patients and their respective communities. With a membership of nearly 200 agencies with over 400 locations throughout the country, VNAA represents more than half of all not-for-profit home health care organizations in the United States.

EDITORIAL FOCUS:

Home Healthcare Nurse is a peer-reviewed journal oriented toward evidence-based research, clinical practice and disease management. Award-winning, original articles keep readers informed of new developments, products and procedures in treatment, acute and chronic care, hospice and palliative care, and patient and family education. 2009 content will feature more clinical case studies offering accessible information to the field nurse working in home healthcare. The journal is highly interactive and timely, focusing on the multidimensional, interdisciplinary and specialty practice areas of home care nursing. Clinical, operational, and educational home care nursing issues are the core of the publication.

2009 EDITORIAL THEMES:

January	Care Coordination/Communications/ Transitions in Care
February	Home Infusion
March	Rehabilitation/Physical Function Care
April	Policy and Regulatory Update
May	Technology and Wound Care
June	Safety/Emergency Management
July/August	Pain
September	Cognitive Function
October	Hospice and Palliative Care
November/December	Medication Management

MARKET: Home Care and Hospice Nurses, Managers and Administrators.

CIRCULATION: 6,100 Total.

ACCEPTANCE OF ADVERTISING:

Subject to approval of the Publisher and Editor.

PLACEMENT POLICY OF ADVERTISING:

Interspersed and appears on covers.



ADVERTISING

CLOSING DATES:

Issue	Reservations and Cancellations	Materials
January	12/1/08	12/5/08
February	1/19/09	1/26/09
March	2/13/09	2/23/09
April	3/16/09	3/23/09
May	4/20/09	4/27/09
June	5/15/09	5/22/09
July/Aug	6/12/09	6/19/09
September	8/14/09	8/21/09
October	9/14/09	9/21/09
Nov/Dec	10/19/09	10/26/09

TYPESETTING: Allow 2 extra weeks.

2009 ADVERTISING RATES

ADVERTISING RATES: (Effective January 2009).

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:

	1X	3X	6X	12X	24X	36X
Full page	\$2,330	\$2,275	\$2,220	\$2,170	\$2,145	\$2,110
1/2 page	1,630	1,595	1,560	1,520	1,505	1,485
1/4 page	1,155	1,140	1,105	1,090	1,085	1,040

COLOR:

Premium over earned B&W page rate.

Standard: \$880 Matched: \$1,255 Three/Four: \$1,505

CLASSIFIED:

Line Classified: \$29 per line

Minimum per ad: \$145

TYPESETTING CHARGES:

Full Page: \$125 Half-page or less: \$85

PREFERRED POSITIONS:

Premium over earned B&W page rate.

Cover 4: 50% Cover 3: 25%

Cover 2: 50% Opposite Table of Contents: 25%

BLEED: No charge.

AGENCY COMMISSION: 15% of gross.

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.

ONLINE OPPORTUNITIES:

Contact your Account Manager for more information.

CORPORATE RATE PROGRAM:

LW/W is pleased to offer a corporate discount for 2009 that is based on prior spending level. Discount structures 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%

* An additional 0.25% discount will be offered for each additional \$250,000 achieved past the 2.5 million dollar mark.

MECHANICAL REQUIREMENTS

JOURNAL TRIM SIZE: 7 3/4" x 10 3/4"

NON-BLEED

Ad Sizes	Width		Height
Full Page	6 7/8"	x	9 7/8"
1/2 Page (Horizontal)	6 7/8"	x	4 7/8"
1/2 Page (Vertical)	3 3/4"	x	9 7/8"
1/4 Page	3 3/4"	x	4 7/8"
Spread	15"	x	9 7/8"
1/2 Page Spread	15"	x	4 7/8"

BLEED

Ad Sizes	Width	x	Height
Full Page	8"	x	11"
1/2 Page (Horizontal)	8"	x	5 1/2"
1/2 Page (Vertical)	4"	x	11"
Full Page Spread	15 3/4"	x	11"
1/2 Page Spread	15 3/4"	x	5 1/2"

(Bleeds across gutter only)

Bleed sizes include 1/8" trim from outside, bottom, top and gutter.

Keep live matter 1/2" from trim.

MATERIALS SUBMISSION:

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 and Wilkins will print to SWOP standards. Wolters Kluwer Health | Lippincott Williams and Wilkins assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

HALFTONE: 133 -150 line screen.

TYPE OF 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 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 Account Manager.

INSERT REQUIREMENTS:

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

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 Advertising Coordinator for minimum and maximum sizes, paper stock, and binding requirements.

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

SEND PRODUCT AND RECRUITMENT ADVERTISEMENT INSERTION ORDERS AND REPRODUCTION MATERIALS TO:

Valerie McCarthy
Wolters Kluwer Health | Lippincott Williams & Wilkins
Home Healthcare Nurse (Month)
323 Norristown Road, Suite 200
Ambler, PA 19002
Phone: (215) 628-7796; Fax: (215) 754-4921

SEND INSERTS TO:

Consult Advertising Coordinator.

SPECIAL PROJECTS

INSERTS:

BRCs (business reply cards) or full- or multiple-page inserts are accepted subject to publisher's approval. Refer to the rate card for pricing and specifications.

OUTSERTS:

Subject to publisher's approval, preprinted outserts can be poly-bagged with a specified issue.

E-SERTS:

Maximize your ad dollars by utilizing one vehicle to deliver your message through print, interactive media, and software, and drive traffic to your Web site. Unique insert construction increases ad visibility and impact, and the integration of a CD into the journal increases retention.

JOURNAL MINDERS:

Your ad is printed as an insert that includes a useful tear-off bookmark for readers. Readers will see your message every time they mark their page.

PATIENT EDUCATION TABLETS:

Mailed with a designated issue of *Home Healthcare Nurse*, patient education tablets contain consumer-oriented information in a tear-off sheet tablet, coupling invaluable patient education information with a highly respected, quality nursing journal.

WALL CHARTS:

Designed to be folded and bound into a journal issue, wall charts presenting patient or health professional information can serve as a handy reference when displayed in a medical facility or examining room.

Contact your sales representative to discuss how we can contribute to the success of your marketing efforts.

Robert Reed
Reed Media Group
598 Gray Street
Geneva, IL 60134
Phone: 630-845-1285
Fax: 630-845-1286
E-mail: reedmedi@sbcglobal.net



SPECIAL SALES OPPORTUNITES

3-PEAT PROGRAM:

Increase the impact of your ad exposure by 25% - without increasing your investment—with our exclusive 3-Peat program. Advertise your product in 3 consecutive issues in any quarter of the calendar year and receive a FREE repeat ad in the 3rd issue of that quarter.

BONUS DISTRIBUTION:

Home Healthcare Nurse is scheduled to be distributed at eight national tradeshows in 2009. Advertise in one of our special convention issues and *Home Healthcare Nurse* will deliver your advertising message to hundreds of home care professional attendees.

- AAHPM & HPNA Assembly, March 25-28, Austin, TX (February issue)
- National Student Nurses Association, April 15-19, Nashville, TN (March issue)
- Nursing2009 Symposium, May 6-9, Orlando, FL (April issue)
- Visiting Nurses Associations of America, May 14-16, San Antonio, TX (April issue)
- Infusion Nurses Society, May 16-21, Nashville, TN (April issue)
- Wound, Ostomy & Continence Society, June 6-10, St. Louis, MO (May issue)
- National Association for Home Care & Hospice, October 10-14, Los Angeles, CA (September issue)
- Clinical Symposium on *Advances in Skin & Wound Care*, October 21-25, San Antonio, TX (October issue)



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