

## 2009 Advertising Rate Information

# Advanced Emergency Nursing Journal

### Staff

**Wolters Kluwer Health | Lippincott Williams & Wilkins**  
530 Walnut Street  
Philadelphia, PA 19106-3621

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**Advertising Coordinator:** Valerie McCarthy  
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**Editors:** K. Sue Hoyt, RN, PhD, RNP, APRN, BC, CEN, FAEN  
Jean A. Proehl, RN, MN, CEN, CCRN, FAEN

**Publisher:** Kathleen Phelan

### General

**ISSUANCE:** Frequency: Quarterly.  
January/March, April/June, July/September, October/December.

**JOURNAL WEBSITE:** www.AENJournal.com.

#### EDITORIAL FOCUS:

*Advanced Emergency Nursing Journal* is a peer-reviewed journal focused on integrating the best practices in emergency care. Articles contain evidence-based material that can be applied to daily practice. Continuing Education opportunities are available in each issue. Feature articles focus on in-depth, state of the science content relevant to advanced practice nurses and experienced clinicians in emergency care.

#### MARKET:

Advanced practice clinicians, clinical nurse specialists, nurse practitioners, healthcare professionals, and clinical and academic educators in emergency nursing.

**CIRCULATION:** 2,300.

#### 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:

Issue	Reservations and Cancellations	Materials
Jan/Mar	1/26/09	2/2/09
Apr/June	4/28/09	5/5/09
July/Sept	7/28/09	8/4/09
Oct/Dec	10/27/09	11/3/09

**TYPESETTING:** Allow 2 extra weeks.

### 2009 Advertising Rates

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

#### BLACK & WHITE RATES:

	Full Page	Half Page	Quarter Page
1x	\$895	\$615	\$455
3x	885	610	450
6x	870	605	435
12x	850	600	430
18x	835	595	420
24x	825	590	405
36x	815	575	400

#### COLOR:

*Premium over earned B&W page rate.*

Standard: \$745      Matched: \$900      Three/Four: \$1,385  
Per page or fraction of page.

#### CLASSIFIED:

Line Classified: \$36 per line  
Minimum per ad: \$180

#### TYPESETTING CHARGES:

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

#### BLEED:

No charge.

#### AGENCY COMMISSION:

15% of gross.

#### SPECIAL POSITIONS:

*Premium over earned B&W page rate.*

Cover 4: 50%

Cover 2: 35%

Cover 3: 25%

First right hand page: 25%

Opposite table of contents: 25%

Other guaranteed positions: 10%

#### ONLINE OPPORTUNITIES:

Contact your Account Manager for more information.

## Mechanical Requirements

AD SIZE	WIDTH	DEPTH
Full Page	5 7/8"	9"
1/2 Page (Vertical)	2 7/8"	9"
1/2 Page (Horizontal)	5 7/8"	4 3/8"
1/4 Page	2 7/8"	4 3/8"

**TRIM SIZE:** 6 7/8" x 10".

### BLEED DIMENSIONS:

Full page: 7 1/8" x 10 1/4"; spread, 14" x 10 1/4".  
Safety allowance for 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.

**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 Account Manager.

### 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:

Wolters Kluwer Health | Lippincott Williams & Wilkins  
*Advanced Emergency Nursing Journal* (Issue Date)  
323 Norristown Road, Suite 200  
Ambler, PA 19002  
Attn: Valerie McCarthy  
(215) 628-7796, Fax (215) 754-4921  
valerie.mccarthy@wolterskluwer.com

### INSERTS:

Consult Advertising Coordinator.