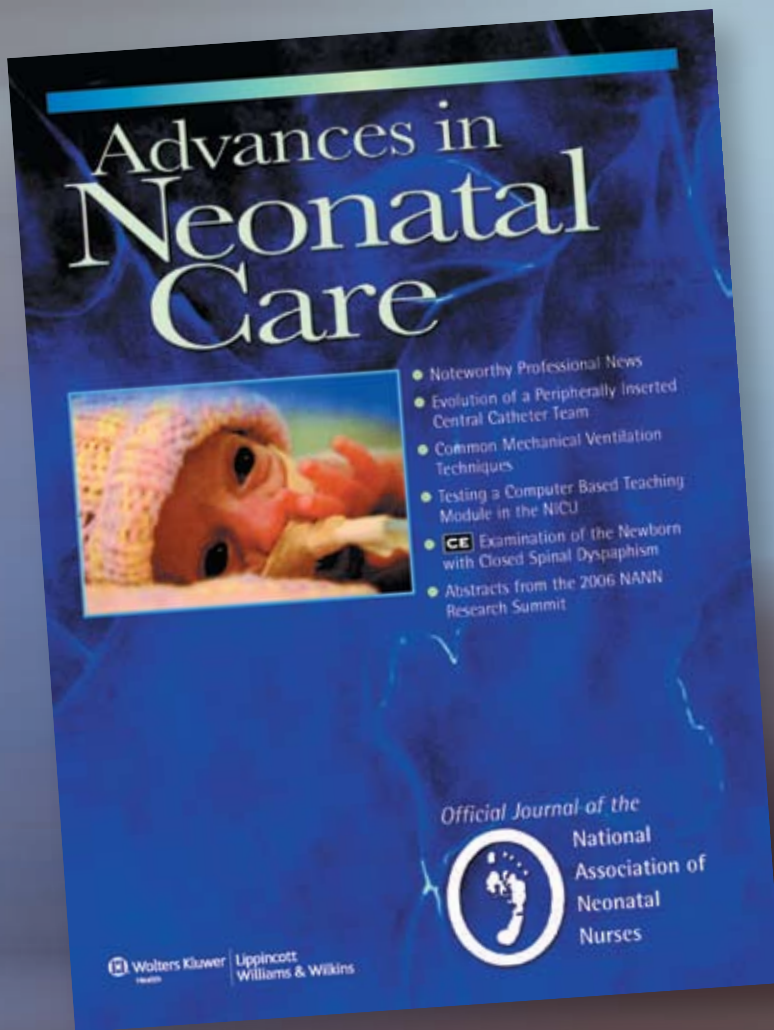




Advances in Neonatal Care

Official Journal of the National Association of Neonatal Nurses



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Editor: Catherine Witt, MS, NNP

Publisher: Beth Guthy
beth.guthy@wolterskluwer.com

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GENERAL

ISSUANCE:

Frequency: Bimonthly.
Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec.

ESTABLISHED: 2001.

JOURNAL WEBSITE: www.advancesinneonatalcare.org.

EDITORIAL FOCUS:

Advances in Neonatal Care: Official Journal of the National Association of Neonatal Nurses is a peer-reviewed journal that presents scientifically sound, clinically relevant articles focusing on the interdisciplinary aspects of care of pre-term or ill newborns and their families.

ABOUT THE SOCIETY:

The National Association of Neonatal Nurses (NANN) is the professional voice that shapes neonatal nursing practice. Representing the community of neonatal nurses that provides evidence-based care to high-risk neonatal patients, NANN sets the standards of practice through advocacy, collaboration, and leadership.

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:

Issue	Reservations and Cancellations	Materials
Jan/Feb	1/9/08	1/23/08
Mar/Apr	3/11/08	3/24/08
May/June	5/9/08	5/22/08
July/Aug	7/11/08	7/24/08
Sept/Oct	9/10/08	9/23/08
Nov/Dec	11/6/08	11/20/08

TYPESETTING: Allow 2 extra weeks.

2008 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	\$2,285	\$1,670	\$1,130
3x	2,150	1,565	1,070
6x	2,030	1,480	995
9x	1,915	1,390	935
12x	1,805	1,310	885

COLOR:

Premium over earned B&W page rate.
Standard: \$575 Matched: \$690 Three/Four: \$1,650
Per page or fraction of page.

CLASSIFIED:

Line Classified: \$40 per line
Minimum per ad: \$385
Display classified ads available.

TYPESETTING CHARGES:

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

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%

BLEED: No charge.

AGENCY COMMISSION: 15% of gross.

SPECIAL SALES OPPORTUNITIES:

Contact your sales representative for more information on journal extras, stand alone products, e-media programs and more.

ONLINE ADVERTISING:

Online advertising opportunities are available through NursingCenter.com. This comprehensive resource for nurses features online journals, healthcare news, continuing education, and more. Advertising options include banner ads, sponsored CE content, e-mail blasts, e-newsletter sponsorship and a job center via NursingCenter's HealthJobsPlus. Contact your sales representative for more information.





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. 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

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) 754-4921
 valerie.mccarthy@wolterskluwer.com

INSERTS:

Consult Advertising Coordinator.

MECHANICAL REQUIREMENTS

AD SIZE	WIDTH		DEPTH
Full Page	6 7/8"	x	9 7/8"
1/2 Page (Vertical)	3 3/8"	x	9 7/8"
1/2 Page (Horizontal)	6 7/8"	x	4 7/8"
1/4 Page	3 3/8"	x	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, LW/W will print to SWOP standards. LW/W assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

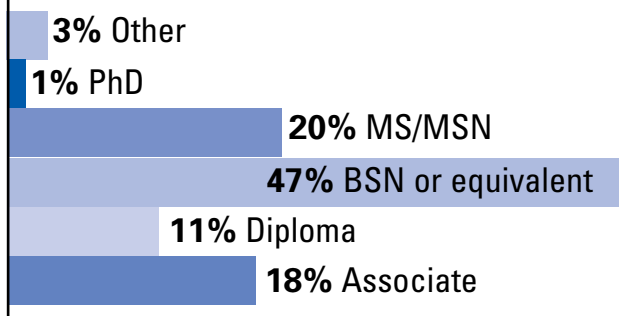
HALFTONE: 133-150.

PRINTING PROCESS: Sheet fed.

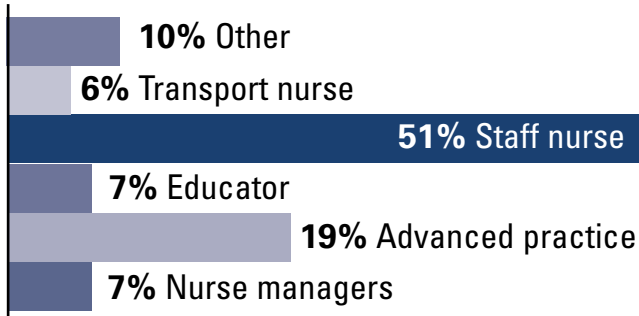
BINDING: Perfect.

READER PROFILE

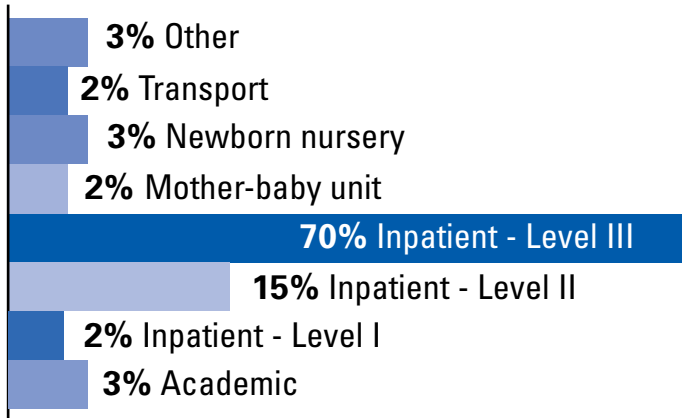
EDUCATIONAL BACKGROUND



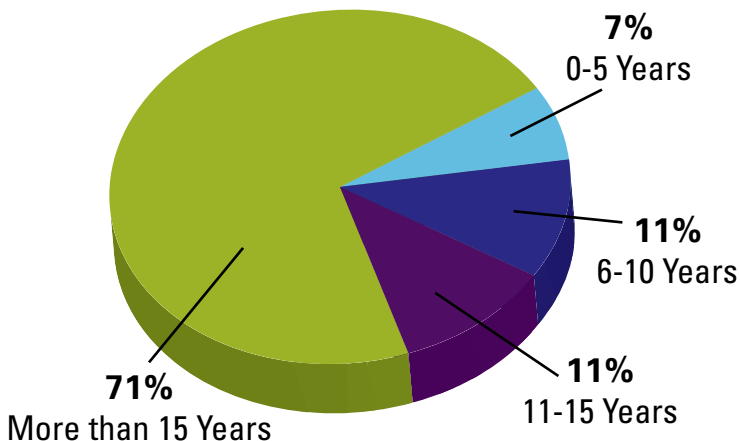
PRIMARY WORK FUNCTION



PRIMARY PRACTICE SETTING



YEARS IN NEONATAL NURSING

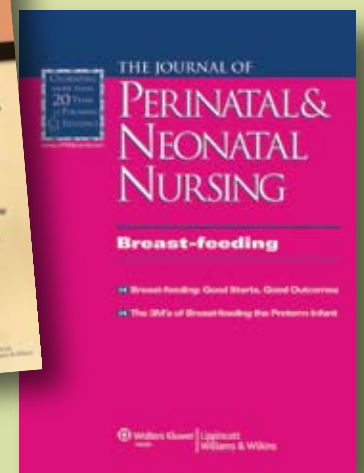
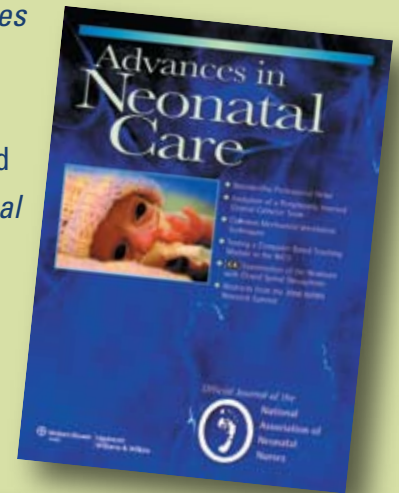


BONUS DISTRIBUTION

- National Association of Pediatric Nurse Practitioners, April 14-17, Nashville, TN (January/February issue)
- Association of Women's Health, Obstetrics, and Neonatal Nurses, June 21-25, Los Angeles, CA (May/June issue)
- National Association of Neonatal Nurses, September 24-27, Fort Lauderdale, FL (July/August issue)

SPECIAL OFFER

Advertise in either *Advances in Neonatal Care* or *MCN: The American Journal of Maternal/Child Nursing* and receive an ad in *The Journal of Perinatal & Neonatal Nursing (JPNN)* at **50% off.**



Wolters Kluwer
Health

Lippincott
Williams & Wilkins