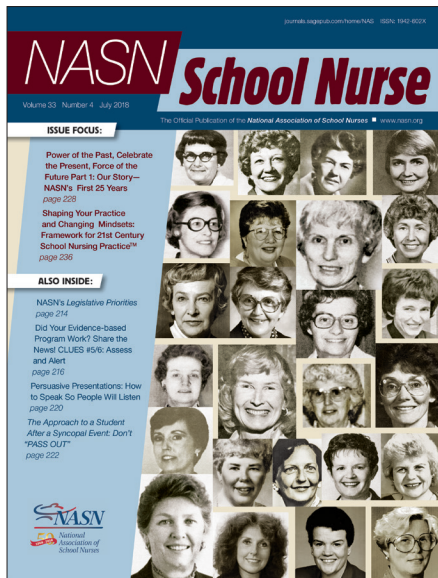


Advertising Rates And Specifications - 2019



Society Affiliation: National Association of School Nurses (NASN)

Readership profile: *NASN School Nurse* is read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses (NASN).

Editor: **Cynthia Galemore, MsEd, BSN, RN, NCSN**

NASN School Nurse is a bimonthly peer-reviewed nursing journal that focuses on the field of school nursing. It was established in 2001 and publishes evidence-based clinical resource articles related to the broad scope of school nursing practice. The editorial advisory board seeks articles on emerging issues, innovation in school health, and resources related to student health while also providing regular sections such as asthma/allergies, diabetes/endocrine, mental/behavioral health, chronic disease management, healthy communities, immunizations/infectious disease, screenings & referral, and advocacy/systems-level leadership.

NASN School Nurse is published by the National Association of School Nurses (NASN), the leading worldwide expert for school health services. NASN improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice. NASN also represents school nurses on national and federal committees which affect health services to children, supplies written and oral testimony to Congress about school health services on request, and advises members of federal legislation affecting school health services.

Journal Information

Print

Circulation: 16,800

Frequency: 6 times per year

Online

journals.sagepub.com/home/nas

Print distribution

North America 100%

Digital usage

Southern Europe: 2% Northern Europe: 7%

North America: 76.2%
Other: 10.8% Australasia: 4%

Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservations	Materials closing	Inserts due
January	08-Nov-18	15-Nov-18	28-Nov-18
March	04-Jan-19	11-Jan-19	23-Jan-19
May	11-Mar-19	18-Mar-19	27-Mar-19
July	10-May-19	17-May-19	29-May-19
September	10-Jul-19	17-Jul-19	26-Jul-19
November	09-Sep-19	16-Sep-19	25-Sep-19

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover.....	Earned B&W rate + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%
Facing Table of Contents.....	Earned B&W rate + 30%
Facing First Text Page.....	Earned B&W rate + 25%
Other Specified Positions.....	Earned B&W rate + 15%

Print advertising rates

Black and white rates

Frequency	1x	3x	6x	12x	24x
1 page	\$2,940	\$2,885	\$2,535	\$2,410	\$2,170
1/2 page	\$2,355	\$2,305	\$2,005	\$1,905	\$1,715
1/4 page	\$1,415	\$1,385	\$1,205		

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) \$1,125

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

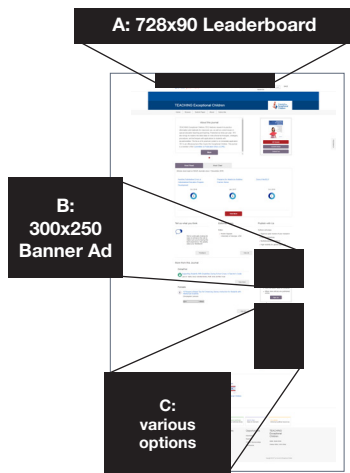
Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event sponsorship:
NASN Annual Conference:
June 28 - July 1, 2019 in Denver, Colorado



Online Advertising



Digital advertising solutions:

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page
- **D: Interstitial** (not pictured) appears above content, user closes or auto-closes

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Microsites:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

Policy and Guidelines

Trim size: 8.125 x 10.875

Binding: Saddle Stitched

All advertising is subject to NASN approval.

Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from trim.

	Non-Bleed	Bleed
Full page:	7.625 x 10.375	8.375 x 11.125
½ page vertical:	3.5 x 10.375	
½ page horizontal:	7.5 x 5	
¼ page vertical:	3.5 x 5	

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions

Color Ads An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation

from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

B&W Ads A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

NASN SCHOOL NURSE INSERTS

Tipped-in Inserts:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

DIGITAL ADVERTISING DISCLAIMER:

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

Contact Details

FOR DISPLAY AND CLASSIFIED ADVERTISING

Steve Clark
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7078
Fax: (805) 375-5282
E-mail: steve.clark@sagepub.com

FOR ARTWORK DELIVERY

Sajeevi Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: sajeevi.henry@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

Advertising Rates And Specifications - 2019



Society Affiliation: National Association of School Nurses (NASN)

Readership profile: *The Journal of School Nursing* is read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses.

Editor: **Julia Muennich Cowell, PhD, RNC, FAAN**

The Journal of School Nursing (JOSN) publishes original research, reviews, and innovations in clinical policy and practice. The journal provides a forum with the aim of improving the health of school children and the school community. *JOSN* also contains contributions from areas such as epidemiology, health services research, and medicine. *JOSN* is peer-reviewed and is indexed in the Cumulative Index to Nursing & Allied Health Literature and Journal Citation Reports®.

JOSN is published by the National Association of School Nurses (NASN), the leading worldwide expert for school health services. NASN improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice. NASN also represents school nurses on national and federal committees which affect health services to children, supplies written and oral testimony to Congress about school health services on request, and advises members of federal legislation affecting school health services.

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Circulation: 16,800

Frequency: 6 times per year

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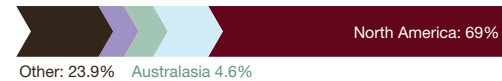
journals.sagepub.com/home/jsn

Print distribution

North America 100%

Digital usage

Southeast Asia: 4% Northern Europe: 8.7%



Advertising Rates & Information

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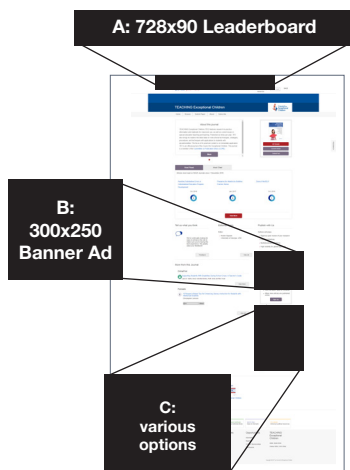
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E-mail: steve.clark@sagepub.com

FOR ARTWORK DELIVERY

Sajeevi Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: sajeevi.henry@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com