

## 2010 Media Planner

the journal of

# Continuing Education in Nursing®

C O N T I N U I N G   C O M P E T E N C E   F O R   T H E   F U T U R E

#### Advertising/Sales Office

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Sales Administrator: Ann Marie Randolph-Ferguson

#### Mindworks Classified/Recruitment Sales Office

Sales Director, Classified/Recruitment Division: Kristy Farrell  
Sales Representative: Lori Musumeci

#### Publishing Office

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Senior Vice President, Health Care Books and Journals: John Bond  
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Editorial Director: Jennifer A. Kilpatrick, ELS  
Executive Editor: Shirley Strunk, ELS  
Circulation Director: Lester J. Robeson, CCCP

**SLACK**  
INCORPORATED

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JCEOnline.com

OCTOBER 2009  
Volume 40, Number 10

JCEOnline.com

the journal of  
**Continuing Education  
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**CNE CONTACT HOURS 2,3**

**Preparing the Novice Critical Care Nurse: A Community-Wide Collaboration Using the Benefits of Simulation**  
*Robbie R. Stelanski and Kelly L. Rossler*

**Research Education for Clinical Nurses: A Pilot Study to Determine Research Self-Efficacy in Critical Care Nurses**  
*Evelyn Swenson-Britt and Carol Reinick*

**Creating a Patient Education Tool**  
*Karen Stonacypher*

**Supporting Nurse Preceptors Through Online Continuing Education**  
*Susan J. Zahner, Susan M. Tipple, Marsha L. Rather, and Christine Schendzielos*

**Using a Mentorship Model to Prepare Newly Graduated Nurses for Competency**  
*Sirima Komaratat and Areewan Oumtane*

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TO ADVERTISE, CONTACT:

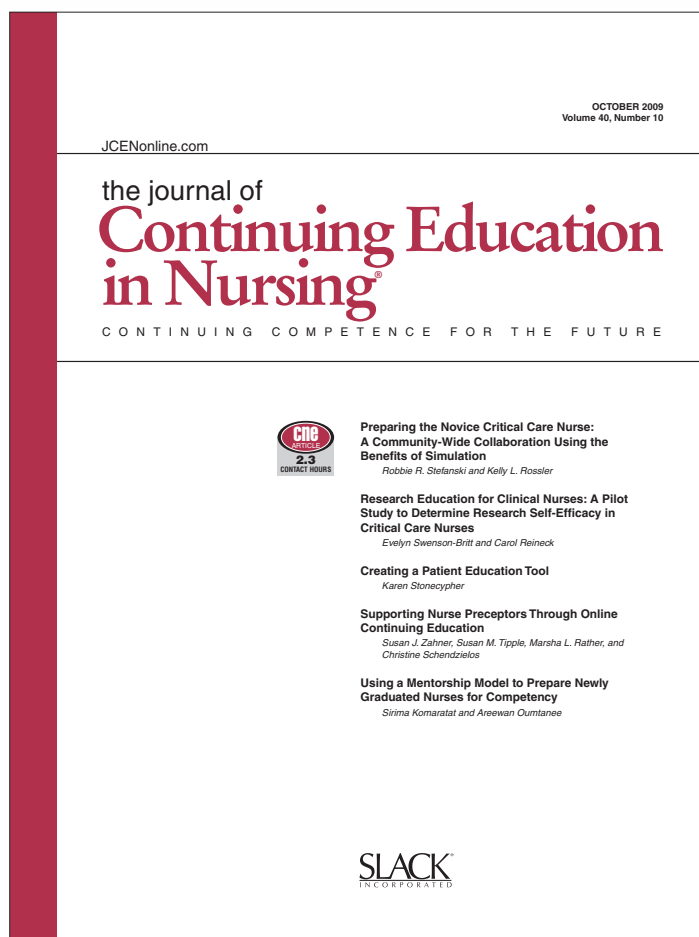
**Kara Datz**

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856-848-1000 x549

the journal of  
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C O N T I N U I N G   C O M P E T E N C E   F O R   T H E   F U T U R E



THE JOURNAL OF CONTINUING EDUCATION IN NURSING: Continuing Competence for the Future is a popular monthly journal providing original, peer-reviewed articles on continuing nursing education. Directed toward all participants in continuing nursing education and staff development, the Journal features teaching tips, administrative angles, and clinical updates, as well as contact hours in each issue.

The Journal also publishes the Annual Survey of State Boards of Nursing and Selected National Professional Certifying Boards/Associations, which provides our subscribers with the most current collected information about certification and licensure requirements for continuing education.

As an advertiser, you'll benefit by having your message surrounded by trusted, quality content. Your ad will be seen and remembered by your target audience — professionals in continuing nursing education.

**Make your message stand out with these  
unique advertising opportunities:**

- Cover-tips
- BRCs
- Supplements
- Belly bands
- Polybagged Outserts
- Advertorials

# With 100% paid circulation, your message will be seen by high-interest readers - offering an efficient and effective way to communicate to your target audience.

Put your message in the hands of more than 1,200 paid subscribers.

## Give your ad the high exposure it deserves

**83%** of readers prefer to receive information from professional journals<sup>1</sup>

**86%** of readers rate the quality of content as very good to excellent<sup>1</sup>

**84%** of readers rate the journal as the most read in the field<sup>2</sup>

**77%** of readers have read at least 3 of the last 4 issues<sup>1</sup>

**57%** of readers have been receiving the journal for 3 or more years<sup>1</sup>

<sup>1</sup>Source: Mindworks Communications, *The Journal of Continuing Education in Nursing Readership Survey*, April 2007

<sup>2</sup>Source: Mindworks Communications, *The Journal of Continuing Education in Nursing Practice Profile*, April 2007

## Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings:

**2,000 attendees** National League for Nursing Education Summit, September 29 - October 2, Las Vegas, NV — September issue

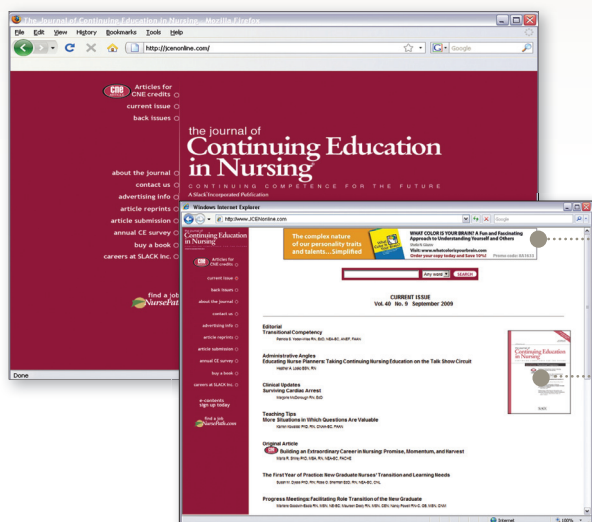
**900 attendees** American Psychiatric Nurses Association 24th Annual Conference, October 13 - 16, Louisville, KY — October issue

**3,500 attendees** Gerontological Society of America, November 19 - 23, New Orleans, LA — November issue

# Online Advertising

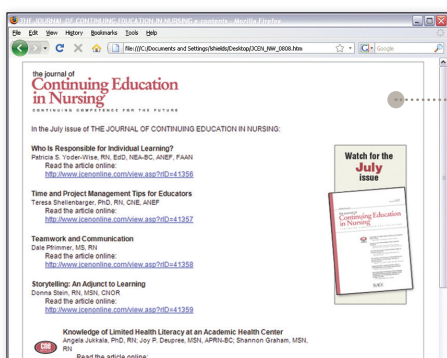
Save \$500

Combine a website and e-contents sponsorship opportunity in the same month for \$1,500 total. Individual sponsorship opportunities are \$1,000 each.



## Website Advertising

- Exclusive topic sponsorships
- Run-of-site sponsorships
- Microsite sponsorships
- Podcast sponsorships



## e-contents

Get even more exposure when you advertise in the monthly JOURNAL OF CONTINUING EDUCATION IN NURSING e-mail. Nearly 700 registered subscribers receive free e-mail alerts with links to new full-text articles.



## NursePath.com

NursePath.com is the quickest way for your company to gain online exposure to nurses looking for new career opportunities.

## Free online exposure for all advertisers

Print or online advertisers can post a product press release, picture and link on the new "Product News" section of JCNOnline.com

*Note: Press releases will be posted at the discretion of editorial; postings and length of time posted cannot be guaranteed.*

## RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2010 for all advertisers.
2. **Rates and Discounts:**
  - a) **Earned rates:** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
  - b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
  - c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-White Rates:**

Frequency	Full Page	½ Page	¼ Page
1x	\$850	\$570	\$350
3x	815	565	340
6x	795	525	335
12x	750	475	300

**Color:** In addition to earned black-and-white rates.

Charge per color per page or fraction			
Standard color	\$550	Four color	\$1,500
Matched color	750	Four color + PMS	2,000
Metallic color	1,000	Four color + Metallic	2,500

4. **Bleed:** No charge
5. **Covers, Positions:**
  - a) **Covers:**

**Second cover:** Earned b/w rate plus 25%. Color additional.  
**Third cover:** Earned b/w rate plus 15%. Color additional.  
**Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - b) **Special positions:**

**Facing table of contents:** Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
  - a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK Publications to achieve maximum rate frequency.
  - b) **Combination Discounts:** Advertise the same product in the same month (A-size) in THE JOURNAL OF CONTINUING EDUCATION IN NURSING and the JOURNAL OF NURSING EDUCATION and receive a 50% discount in THE JOURNAL OF CONTINUING EDUCATION IN NURSING when you also advertise in the JOURNAL OF NURSING EDUCATION.
  - c) **When taking advantage of more than one discount program, discounts must be taken in the following order:**

**Gross cost:**

    - 1) Less Combination Discounts
    - 2) Less 15% Agency Discount

**Equals net cost**

7. **Classified Line Ads:**

Cost Per Word					
1-20	21-40	41-60	61-80	81-100	100-plus
\$11.10	\$9.80	\$8.40	\$7.05	\$5.80	\$4.40

8. **For Additional Recruitment/Advertising Opportunities:** Please contact Lori Musumeci at [Imusumeci@gomindworks.com](mailto:Imusumeci@gomindworks.com)

## ISSUANCE AND CLOSING

9. **Established:** January/February 1969
10. **Frequency:** Monthly
11. **Issue Dates:** First week of every month
12. **Mailing Date and Class:** Mails within the month of issue; Periodical Class

13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January	12/01/2009	12/11/2009
February	1/04/2010	1/15/2010
March	2/01/2010	2/12/2010
April	3/01/2010	3/15/2010
May	4/01/2010	4/12/2010
June	5/03/2010	5/14/2010
July	6/01/2010	6/11/2010
August	7/01/2010	7/13/2010
September	8/02/2010	8/13/2010
October	9/01/2010	9/13/2010
November	10/01/2010	10/15/2010
December	11/01/2010	11/09/2010

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

14. **Special issues:** 1 to 2 per year
15. **General Editorial Direction:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING is a growing body of literature pertaining to the concerns of directors of staff development, coordinators and instructors of inservice education, and nurses engaged in adult education or university education to promote career competence.
16. **Average Issue Information:**
  - a) **Average number of articles per issue:** 5
  - b) **Average article length:** 6 pages
  - c) **Editorial departments and features:**
    - Administrative Angles
    - Clinical Updates
    - Teaching Tips
17. **Origin of Editorial:**
  - a) **Source:** Original contributions
  - b) **Staff written:** 0%
  - c) **Solicited:** 10%
  - d) **Submitted:** 90%
  - e) **Peer-review:** Yes

## CIRCULATION

18. **Description of Circulation Parameters:**
  - Directors of Staff Development
  - Coordinators of Inservice Education
  - Directors of Nursing
  - Hospital and University Libraries
  - Institutions
  - Directors of Training
  - University Faculty in Continuing Education in Nursing
  - Adult Educators with Health Agencies
  - Nursing Homes
  - University Extension Departments of Nursing
  - Public Libraries in Metro Areas
19. **Demographic Selection Criteria**
  - a) **Prescribing:** Not Applicable
  - b) **Circulation distribution:**

Controlled: 0%  
Paid: 100%
  - c) **Paid information:**

Association members: N/A  
Is publication received as part of dues? No
  - d) **Subscription rates:** U.S.: \$124/yr.; Canada: add 5% tax.; outside the U.S.: add \$53/yr.
  - e) **Renewal rate:** Paid: 65.4%

- f) **Associations:** N/A
20. **Circulation Verification:**
- Publisher's sworn statement:** June 2009
  - Mailing house:** Publishers Press
21. **Coverage:**
- Hospital-based:** 74%
  - Nursing school:** 16%
  - Community health agency:** 10%
22. **Estimated total circulation for 2010:** 1,200/issue

## GENERAL INFORMATION

23. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
24. **New Product Releases:** No
25. **Editorial Research:** No
26. **Ad Format and Placement Policy:**
- Format:**  
1. between articles XX 2. welled \_\_\_\_\_ 3. stacked \_\_\_\_\_ 4. within articles XX
  - Are ads rotated?:** Yes
27. **Ad/Edit Information:** 20/80 Ad/Edit Ratio
28. **Value-Added Services:**
- Custom ad studies:** Yes
  - Bonus distribution**
29. **Full-Text Online:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING offers full-text articles online at its Web site, [jcnonline.com](http://jcnonline.com). This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
30. **Reprint Availability:** Yes. Contact John Kain for pricing at 1-800-257-8290, ext. 238 or e-mail: [jkain@slackinc.com](mailto:jkain@slackinc.com).
31. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
32. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and its agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
33. **Competitor's Information:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
34. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type, in ALL CAPS, at the top of the ad.
35. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## INSERT INFORMATION

36. **Availability and Acceptance:**
- Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
  - Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
37. **Charges:** Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.

38. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

39. **Trimming:** Ship folded. Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".
40. **BRCs:**
- Pricing:** Contact your sales representative for prices.
  - BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.
41. **Quantity:** Approximately 2,500 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
42. **Shipping:** Carton packing must have publication name, issue date and insert quantity clearly marked.

## AD REQUIREMENTS

43. **Available Advertising Unit Sizes:**

	Non-bleed Ad Sizes Width x Height	Bleed Sizes* Width x Height
1 Page	7 1/8" x 10"	8 3/8" x 11 1/8"
1/2 Page (Horizontal)	7 1/8" x 4 3/4"	
1/2 Page (Vertical)	3 3/8" x 10"	
1/4 Page	3 1/4" x 4 3/4"	

\*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office. To view thumbnails of ad spaces, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).

44. **Paper Stock:**
- Inside pages:** 60# offset
  - Covers:** 80# gloss
45. **Type of Binding:** Saddle-stitch
46. **Digital Ad Requirements:** For specifications go to [slackinc.com/digitalads](http://slackinc.com/digitalads).
- Color Proofs:** One proof, made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
- If only color lasers are furnished, color match on press cannot be guaranteed. Note: Spread ads should be sent as a one-page file.**
- Media:** CDs and DVDs. Ads will not be accepted via e-mail.
47. **Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

## CONTACT INFORMATION

### Insertion Orders:

**Kara Datz**  
National Account Manager  
Product Sales  
(856) 848-1000 x549  
[kdatz@slackinc.com](mailto:kdatz@slackinc.com)

**Lori Musumeci**  
Classified/Recruitment Sales  
[lmusumeci@gomindworks.com](mailto:lmusumeci@gomindworks.com)  
856-384-1793 x469  
THE JOURNAL OF CONTINUING  
EDUCATION IN NURSING  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447 USA

### Materials:

Send digital ad materials and sample insert to:  
**Ann Marie Randolph-Ferguson**  
THE JOURNAL OF CONTINUING  
EDUCATION IN NURSING  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447 USA

Send inserts to:  
**Julie Duncan**  
THE JOURNAL OF CONTINUING  
EDUCATION IN NURSING  
Publishers Press  
100 Frank E. Simon Avenue  
Shepherdsville, KY 40165 USA