Announces Website Banner Advertising!

Bring your organization to the attention of influential decision makers responsible for bringing change to health care policies and health care markets by featuring your banner ad in our Nursing Economics® Website! Reach over 24,000 monthly visitors.

Banner ad size: 728W x 90H pixels
Acceptable ad file format: JPEG, GIF, or PNG. No Flash. Max size 45K.
Cost: $2,500 Net - per annual quarter

To inquire about reserving your banner ad placement with Nursing Economics®, email: nec$_adver@ajj.com
2016 Bonus Distribution Schedule

As part of its 5,500 subscriber base, Nursing Economics® features bonus promotions throughout the year to conference attendees, Nurse Executives, Nurse Faculty and Deans as scheduled:

January/February Issue: Space Closing: Extended to January 19, 2016 Ad Materials Due: Extended to January 22, 2016 • Bonus Promotional Mailing to Nurse Executives

March/April Issue: Space Closing: February 1, 2016 Ad Materials Due: February 5, 2016 • Special Issue: Innovations in Nurse Staffing

May/June Issue: Space Closing: April 1, 2016 Ad Materials Due: June 3, 2016 • Bonus Promotional Mailing to Nurse Executives

July/August Issue: Space Closing: June 1, 2016 Ad Materials Due: June 3, 2016 • Bonus Promotional Mailing to Nurse Executives • Bonus distribution at Pediatric Nursing Conference

September/October Issue: Space Closing: August 1, 2016 Ad Materials Due: August 16, 2016 • Bonus distribution at Academy of Medical-Surgical Nurses Convention

November/December Issue: Space Closing: October 3, 2016 Ad Materials Due: October 5, 2016 • Bonus Promotional Mailing to Nurse Faculty and Deans

Nursing Economics® Website Advertising Opportunities for 2016

Over 24,000 page view per month!

Nursing Economics® offers excellent marketing opportunities for promoting your products and messages in 2016, through Website advertising opportunities. Reach influential readership and feature your organizational message when you advertise with us.

Banner Ads: Banner size (ad 728W X 90H pixels). The Banner ad cost is $2,500 net per annual quarter.

Classified Advertising: Nursing Economics® now accepts classified advertising for its journal and Website. The base fee for a line classified ad or Website posting is $300 for an 1-line (42 characters per line) plus $200 a line for each additional line. All line ads are noncommissionable. All ads must be prepaid.

For more information please contact Nursing Economics® Advertising Representatives at:

Advertising Manager Rick Gabler Marketing Coordinator Joanne Silverberg Phone Number: 856-256-2300 • FAX: 856-589-7463 Email site: nec$_advert@ ajj.com Website: www.nursingeconomics.net

2016 Advertising Rates - Effective January 1, 2016

Insulation:

a. Frequency: Six times a year (Jan/Feb, March/April, May/June, July/August, Sept/Oct, Nov/Dec).

b. Issue date: 1st week of 2nd month of issue (i.e. Jan/Feb issue is mailed Feb 4).

Established: 1983

Subscription Rate:

- Personal – $60/y.
- Institutional – $108/y.

Editorial Advertising Ratio: A maximum of 60/40 will be maintained.

Advertising Representatives:

- Rick Gabler, Advertising Manager
- Joanne Silverberg, Associate Marketing Coordinator
- Phone: 856-256-2342
- FAX: 856-589-7463

Commercial Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
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<tbody>
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<td>$1,400</td>
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<td>$1,030</td>
<td>$980</td>
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<td>1/2 page</td>
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<td>$915</td>
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<td>$900</td>
<td>$860</td>
<td>$830</td>
<td>$815</td>
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<td>1/4 page</td>
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<td>$730</td>
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<td>$705</td>
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Recruitment Rates

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<td>$1,155</td>
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<td>$910</td>
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<td>$855</td>
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<td>$715</td>
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<td>$585</td>
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Preferred Positions:

- Covers noncancellable
- Page One (30% premium) 2nd Cover (20% premium)
- 3rd Cover (20% premium) 4th Cover (10% premium)
- Center Spread (20% premium per page)
- Other Guaranteed Positions (10% premium)
- Page Facing Contents & Page Facing 1st Text (20% premium)
- Four-color advertisements only on cover positions.

Inserts:

- Two-page: 3 times earned black and white rate
- Four-page: 5 times earned black and white rate
- Please consult advertising representative for other inserts.

Rate Protection Policy:

Rates are subject to change without notice. Contracts are accepted with the understanding that rates will be guaranteed for one issue beyond last issue closed.

Typesetting (noncommissionable):

<table>
<thead>
<tr>
<th></th>
<th>Approximate cost</th>
<th>1/4 page</th>
<th>$75</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$165</td>
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</table>

Bleed:

- No charge

Nursing Economics®
A Jannetti Publications, Inc. Journal

Covered National: Marketed as Nursing Executives, Administrators, VP Nursing, Directors of Nursing, Deans of Nursing and other Faculty, Nursing Management and Consultants.

Color Rates:

- Standard color: $475 per page plus earned b/w rate
- Matched color: $575 per page plus earned b/w rate
- Four-color process: $1,050 per page plus earned b/w rate

Closing Dates:

- a. Reservations: 1st month preceding date of issue (i.e. July/August issue closes June 1).
- b. Cancellations: 1st month preceding date of issue.

Agency Commission:

15% for accounts paid in 30 days. No cash discount. Publisher reserves the right to hold advertising and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Mechanical Requirements

- Space Unit: Width Depth
- 1 page 7" 10" 1/2 page (v) 7 1/2" 10" 1/3 page (v) 5 1/2" 8" 10" 1/4 page (v) 4 1/2" 7 1/2" 10" 1/5 page (v) 3 1/2" 6" 10" 1/6 page (v) 2 1/2" 5" 10" 1/7 page (v) 2" 4" 10" 1/8 page (v) 1 1/2" 3" 10"
- Ad Size: Black size 8 1/8" 11 1/8"
- Reproduction:

- Nursing Economics® is reproduced by offset lithography and is saddle stitch.
- Color proofs: An accurate color printproof of how your ad should print must be supplied. If a color printproof is not included with your ad file, Nursing Economics® is not responsible for the color quality of your printed advertisement.

PDF File is the Accepted Format:

All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

Disposition of Reproduction Materials:

Reproduction materials will be held for one year from date of last insertion and then destroyed.

Send all Ad Materials to the Following:

Nursing Economics®
Anthony J. Jannetti, Inc.
East Holly Avenue, Box 53 • Pitman, NJ 08071-0056
Att: Joanne Silverberg
856-256-2342 Fax: 856-589-7463 E-mail: address: joanne.silverberg@ajj.com