

2016 Marketing Solutions

Pediatric Nursing®

A JANNETTI PUBLICATIONS INC. JOURNAL

January/February 2015 - Vol. 41 No. 1

www.pediatricnursing.net



Inside this Issue

- CNE** Handle with Care: Top Ten Tips A Nurse Should Know Before Caring for a Hospitalized Child With Autism Spectrum Disorder
- What Is It Like to Be a Child With Type 1 Diabetes Mellitus?
- Child Witness to Domestic Abuse: Baseline Data Analysis For a Seven-Year Prospective Study
- Parental Vigilance in Caring For Their Children with Hypoplastic Left Heart Syndrome

Earn 1.3 Contact Hours in this issue.
Free CNE for Subscribers!

Also Inside...

Demystifying Research
Prospective Studies: Looking for Correlations

Primary Care Approaches
Climate Change: It's Our Problem

Book Review
Judith Wheaton Herman's *Fast Facts on Adolescent Health for Nursing and Health Professionals - A Care Guide in a Nutshell*

Critical Thinking Case Studies
A 16-Year-Old Female with Nipple Discharge

Share your message with pediatric nurse practitioners (PNPs), pediatric office-based and hospital-based nurses.

Multiple solutions to expand your product message including online opportunities.

Details inside.

New
Electronic Edition
in 2016!

Largest Readership! *Pediatric Nursing* guarantees the largest readership of pediatric nurses in the leading clinical publication.

Pediatric Nursing



This Guarantee Translates Into Your Prescription

- Largest readership of pediatric nurse practitioners (PNPs) and pediatric office-based nurses who prescribe medications.
- Largest readership of hospital-based pediatric nurses.
- Increased product exposure for your company.
- Cost-effective manner to deliver your product message to your specific pediatric audience.
- Bonus circulation at many key medical/nursing conventions.

Pediatric Nursing Readership

3,015	Pediatric Nurse Practitioners
1,441	Pediatric Staff Nurses
283	Pediatric Head Nurses
322	Pediatric Supervisors
19	Administrators/Directors
28	Clinical Nurse Specialists
151	Office Nurses

5,259 Total Readership

SPECIAL ISSUES

Your advertisement in *Pediatric Nursing* is guaranteed to reach more pediatric nurses than any other pediatric nursing journal. Our bonus circulation assures additional exposure at no additional cost. Continuing nursing education is offered in every issue!

January/February

Bonus distribution at National Association of Pediatric Nurses and Practitioners (NAPNAP) Conference, March 16-19, 2016, Atlanta, GA.

Closing date: December 15, 2015

March/April

Bonus distribution at the National Conference for Nurse Practitioners (NCNP), May 11-14, 2016, Orlando, FL. Bonus distribution at the Pediatric Nursing Conference, June 2-4, 2016, Philadelphia, PA.

Closing date: February 15, 2016

May/June

Advertising bonus to contract advertisers.

Closing date: April 15, 2016

July/August

Bonus distribution at the National Neonatal Nurses Meeting and Mother-Baby Conference, September 7-10, 2016, Nashville, TN.

Closing date: June 15, 2016

September/October

Special editorial feature. Nursing Management Conference, November 7-9, 2016, Las Vegas, NV.

Closing date: August 15, 2016

November/December

Advertising bonus to contract advertisers.

Closing date: October 15, 2016

Marketing Opportunities

For your enduring message

Web Site

Product Advertising Opportunity

The Web site includes the latest content found in *Pediatric Nursing* Journal along with favorite areas such as the Continuing Education section, Author/Subject Index, Toolkit section, the Author Guidelines, and the Pediatric Nursing Conference area.



Market Research/Product Surveys

Conducted on demographic/geographic basis to complement advertiser product requirements.

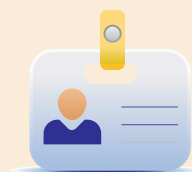
Continuing Nursing Education Articles

Pediatric Nursing's continuing nursing education articles are the perfect way for subscribers to stay in tune with the changes in health care while allowing them to earn CNE credits commensurate with licensure and certification requirements.



Exhibits

Attendees rely on our Pediatric Nursing Conventions as a primary source for hands-on learning through product exhibits and demonstrations from the pharmaceutical industry.



Leads Nursing Education!

Our subscribers have earned journal CNE credit since 1989. Our clinical editorial content is top rated among nursing publications.

Pediatric Nursing®

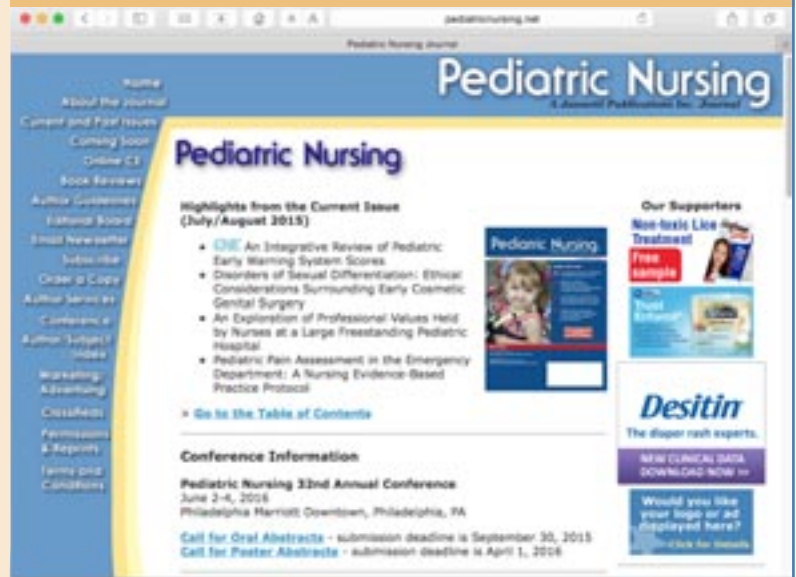
Pediatric Nursing offers your company an **excellent** marketing opportunity for your product message in 2016.

In addition to our banner ads, we are offering other unique advertising opportunities for your message.

Banner size (ad – 150W X 80H pixels).
The cost for your Web site Ad is \$12,000 net for a full year or \$1,500 net per month.

Pediatric Nursing accepts line classified advertising for its journal and web site (www.pediatricnursing.net). Receive a free 30 day web site listing with a 1/4 page or larger ad unit. The base fee for a line classified ad or web site posting is \$300 for an 18-line (42 characters per line) plus \$10 a line for each additional line. All line ads are noncommissionable. All ads must be prepaid.

Visit www.pediatricnursing.net



Please contact **Pediatric Nursing** for more information at 856-256-2300 or tom.kenney@ajj.com

Advertising opportunities on our Web site include the following:

General Web Site Advertising

Take advantage of **Pediatric Nursing's** full comprehensive web site (www.pediatricnursing.net). The web site includes the latest content found in **Pediatric Nursing** Journal.

For pricing contact: Tom Kenney

Bonus: Pediatric Nursing E-Alert Advertising!

In addition to our Web site, **Pediatric Nursing** also issues a monthly **Pediatric Nursing** E-Alert to our subscribers. Recipients receive special news on upcoming content in current and future issues of **Pediatric Nursing** Journal, PLUS news on our annual **Pediatric Nursing** Conference! As a special bonus we will offer to you sponsorship of this widely read E-Alert with a linked logo to your Web site!

Tradition Meets Innovation

For more than 40 years, **Pediatric Nursing** has provided the pediatric nursing arena with current information on practice, policy, and research. Each issue includes:

- Expanded, evidence-based clinical content for the pediatric nurse at the bedside.
- The latest advances in pediatric nursing practice, research, administration, and education.
- In-depth analyses by the world's leading experts in pediatric nursing.
- CNE contact hours and pharmacology credits.

Reader and Advertiser Services

Regular Series and Departments:

- Critical Thinking Case Studies
- Demystifying Research
- Family Matters
- Inspirations
- Items of Interest
- Pediatric Ethics, Issues, & Commentary
- Primary Care Approaches
- Children's Corner

Journal Philosophy Statement:

Pediatric Nursing presents information that is both theoretically grounded and clinically relevant to educate the novice, enrich the generalist, and advance the pediatric specialist toward providing professional care of the highest quality.

Services to Advertisers:

- a. Advertising placement interspersed
- b. Focus sessions
- c. Market research
- d. Web site advertising

Advertising Representatives:

Thomas A. Kenney,
Senior Vice President Marketing
Sharon Hampton, Marketing Coordinator
Phone: 856-256-2300
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Publisher: Anthony J. Jannetti, Inc.

Established: 1975

Editor: Judy A. Rollins, PhD, RN

Subscription Rates:

\$52.00 per year U.S. individual
\$80.00 per year U.S. institutional

Editorial/Advertising Ratio:

A maximum of 50/50 will be maintained

Pediatric Nursing is the premier resource for evidence-based clinical information, research studies, and advances in child health care.

Pediatric Nursing Advertising Rate Card #40

Effective January 1, 2016

Black & White - Commercial Rates					
	1X	6X	12X	24X	36X
1 Page	\$3,375	\$3,275	\$3,175	\$3,075	\$2,975
2/3 Page	\$2,690	\$2,575	\$2,520	\$2,475	\$2,385
Jr. Page	\$2,385	\$2,330	\$2,265	\$2,220	\$2,145
1/2 Page	\$2,330	\$2,260	\$2,050	\$2,000	\$1,935
1/3 Page	\$2,025	\$1,970	\$1,865	\$1,800	\$1,740
1/4 Page	\$1,900	\$1,860	\$1,825	\$1,775	\$1,715
1/6 Page	\$1,825	\$1,760	\$1,700	\$1,655	\$1,615

Hospital Recruitment Rates			<h2>PDF File is the accepted format!</h2>	Mechanical Requirements		
	1X	6X		Space Unit:	Width	Depth
1 Page	\$2,010	\$1,800		One Page	7"	10"
Jr. Page	1,420	1,300		2/3 page	4 1/2"	10"
1/2 Page	1,355	1,210		Junior Page	4 1/2"	7 1/2"
1/3 Page	1,215	1,060		1/2 Page (H)	7"	4 7/8"
1/4 Page	1,150	1,010		1/2 Page (V)	3 3/8"	10"
1/6 Page	1,035	960		1/3 Page (V)	2 1/4"	10"
				1/3 Page (H)	4 1/2"	4 7/8"
				1/4 Page	3 3/8"	4 7/8"

Color Rates:		Agency Commissions: 15% for accounts paid in 30 days. No cash discount. Agency discounts will not be honored for accounts 30 days past due. This policy will be strictly enforced. Failure to comply will prohibit future advertising if accounts are still outstanding. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
a. Second color: \$850 (Second color is matched out of four color process)		
b. Four color process: \$1,895 additional per page insertion. No charge for bleed		
Estimated Typesetting Services (Noncommissionable)		
1/4 page	\$ 350.00	
1/2 page	\$ 400.00	
full page	\$ 450.00	

Preferred Positions:

2nd cover	30% premium
3rd cover	20% premium
4th cover	50% premium
Page 1	30% premium
All Other Preferred Positions	20% premium

Inserts:

Two Page – 3 times earned black and white rate
 Four Page – 5 times earned black and white rate
 Business Reply Card – 1 1/2 times earned black and white rate.
 Must be accompanied with a full-page advertisement.

Rate Protection Policy:

Rates shown above are in effect as of January 1, 2016. Rates subject to change without notice. Contracts for six or more insertions are accepted with the understanding that these rates will be guaranteed through December 31, 2016.

Reproduction Requirements:

PDF file is the accepted format: PDF files should be sent via email or CD Rom. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

Color Proofs: An accurate color print/proof of how your ad should print must be supplied. If a color print/proof is not included with your ad file, **Pediatric Nursing** is not responsible for the color quality of your printed advertisement.

Bleed Information: Keep live matter 1/4" from trim, 1/2" from gutter.

Binding: *Pediatric Nursing* is perfect bound.

Typesetting: Advertising requiring typesetting or preparation by Publisher must be received 15 days in advance of closing date. Minimum typesetting charges are \$350, 1/4 page; \$400, 1/2 page; \$450, full page. Composition, camera work, and stripping supplied by the Publisher will be invoiced at cost.

Disposition of Reproduction Materials:

Reproduction materials will be held for 1 year from date of last insertion and then destroyed.

Forward all contracts, insertion orders, and printing materials to:

Pediatric Nursing®

c/o Anthony J. Jannetti, Inc.
 East Holly Avenue, Box 56
 Pitman, NJ 08071-0056
 Attention: Pediatric Nursing

Overnight address
 200 East Holly Avenue
 Sewell, NJ 08080
 856-256-2300

Please contact advertising representative at 856.256.2300 about shipping address and deadline for inserts.