

# 2019

Rate Card #43 | Effective January 1, 2019

# MARKETING SOLUTIONS

Marketing opportunities to expand your product message including online opportunities.

**Pediatric Nursing**  
A JANEYTTI PUBLICATIONS INC. JOURNAL

September/October 2018 - Vol. 44 No. 5 pediatricnursing.net

**Inside this Issue**

- CNE** Nursing Care of Pediatric Cranioplasty Patients after Traumatic Brain Injury: Monitoring Benefits And Complications
- Online and Health Risk Behaviors In High School Students: An Examination of Bullying
- Implementation of a Structured Rounding Tool For Interprofessional Care Team Rounds to Improve Communication and Collaboration in Patient Care
- Axillary, Tympanic, and Temporal Thermometry Comparison In a Community Hospital Pediatric Unit

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

**Also Inside...**

- Demystifying Research*  
Getting It Together
- The Children's Corner:*  
*Perspectives on Supportive Care*  
The Powerful Practice of Distraction
- Critical Thinking Case Studies*  
A 16-Year-Old African-American Female With Sudden Onset of Bilateral Leg Weakness And Nystagmus
- Book Review*  
Review of 'Hale's Medications & Mothers' Milk'

Visit our Web site at  
[pediatricnursing.net](http://pediatricnursing.net)

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

# 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

2,992	Pediatric Nurse Practitioners
1,435	Pediatric Staff Nurses
553	Pediatric Nurse Managers/Supervisors
27	Administrators/Directors
25	Clinical Nurse Specialists
102	Office Nurses

**5,134 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

Special Focus on Pediatric Nurse Practitioners! Also, bonus circulation at the NAPNAP Annual Conference to be held March 7-10, 2019 in New Orleans.

**Closing date: December 15, 2018**

### March/April

Special Focus on Pediatric Ambulatory Care! Also, extra circulation at the AACN (American Academy of Ambulatory Care Nurses) Annual Conference to be held May 8-11, 2019 in Palm Springs, CA.

**Closing date: February 15, 2019**

### May/June

Special Focus on Children's Hospitals throughout the US. Extra circulation will go out to Children's Hospitals.

**Closing date: April 15, 2019**

### July/August

Special Focus on Pediatric nurses in the medical-surgical workplace. Extra circulation at the AMSN (Academy of Medical Surgical Nurses) Annual Convention to take place September 26-29, 2019 in Chicago, IL.

**Closing date: June 14, 2019**

### September/October

Special Focus on Magnet status in Children's Hospitals. Bonus circulation at the ANCC Magnet Convention to be held October 10-13, 2019 in Orlando, FL.

**Closing date: August, 15, 2019**

### November/December

Special promotion and circulation to go out to Pediatric facilities throughout the US to promote circulation and readership.

**Closing date: October 15, 2019**

## 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.



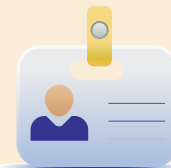
### Market Research/Product Surveys

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 2019.

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](http://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 \$350. All line ads are noncommissionable and must be prepaid.

Visit [pediatricnursing.net](http://pediatricnursing.net)



## 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](http://www.pediatricnursing.net)). The web site includes the latest content found in **Pediatric Nursing** Journal.

For pricing contact: Rick Gabler

### 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!

Please contact **Pediatric Nursing** for more information at 856-256-2342 or [rick.gabler@ajj.com](mailto:rick.gabler@ajj.com)

## 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:

Rick Gabler, Director of Marketing  
Samantha Healy, Marketing Manager  
Phone: 856-256-2342  
FAX: 856-589-7463  
Email: [samantha.healy@ajj.com](mailto:samantha.healy@ajj.com)

**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 #43

Effective January 1, 2019

## Black & White - Commercial Rates

	1X	6X	12X	24X	36X
1 Page	\$3,375	\$3,275	\$3,175	\$3,075	\$2,975
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
1/4 Page	\$1,900	\$1,860	\$1,825	\$1,775	\$1,715

## Hospital Recruitment Rates

	1X	6X
1 Page	\$2,010	\$1,800
Jr. Page	1,420	1,300
1/2 Page	1,355	1,210
1/4 Page	1,150	1,010

**PDF File  
is the  
accepted  
format!**

## Mechanical Requirements

Space Unit:	Width	Depth
One Page	7"	10"
Junior Page	4 1/2"	7 1/2"
1/2 Page (H)	7"	4 7/8"
1/2 Page (V)	3 3/8"	10"
1/4 Page	3 3/8"	4 7/8"
Bleed Page Size	8 3/8"	11 1/8"
Trim Size	8 1/8"	10 7/8"
Bleed Spread Size	16 3/8"	11 1/8"
Spread Trim Size	16 1/4"	10 7/8"

### Color Rates:

- Second color: \$800  
(Second color is matched out of four color process)
- Four color process: \$1,600 additional per page insertion. No charge for bleed

### 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.

### 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, 2019. 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, 2019.

### 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.

Forward all contracts and  
insertion orders or email to:

## Pediatric Nursing®

c/o Anthony J. Jannetti, Inc.  
 East Holly Avenue, Box 56  
 Pitman, NJ 08071-0056  
 Attention: Samantha Healy  
 samantha.healy@ajj.com

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

Please contact advertising representative at 856.256.2342 about shipping address and deadline for inserts.