

# 2020 Marketing Solutions

Share your message with pediatric nurse practitioners (PNPs), pediatric office-based and hospital-based nurses. Our clinical editorial content is top rated among nursing publications.

## Pediatric Nursing®

A JANNETTI PUBLICATIONS INC. JOURNAL

November/December 2019 – Vol. 45 No. 6

pediatricnursing.net



### Inside this Issue

- CNE** Motivational Interviewing For Providers Managing Adolescents with Cystic Fibrosis
- CNE** Lost in Transition: The Importance of Transition Protocols for Pediatric Patients With Cystic Fibrosis
- CNE** Beyond Pain: Juvenile Fibromyalgia Management For the Pediatric Nurse
- Patient Awake While Scanned: Program to Reduce the Need For Anesthesia in Pediatric MRI
- Integrating Tactical Hemorrhage Controls into Pediatric Trauma Care
- Youth-Onset Type 2 Diabetes Mellitus in Primary Practice: A Review
- Oral Health Assessment in Acute Care Pediatric Nursing

### Also Inside...

**Guest Editorial**  
Breathing Ain't Easy

**Demystifying Research**  
Applying Research Findings in Practice

**Earn 3.9 Contact Hours in this Issue.**  
**Free CNE for Subscribers!**

Visit our Web site at  
**pediatricnursing.net**

## ADVERTISING PORTFOLIO

**Print** 

**Digital** 

**Podcasts** 

Our subscribers have earned journal CNE credit since 1989.

# 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:

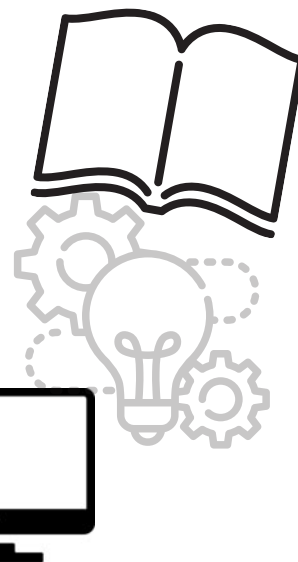
- Expanded, evidence-based clinical content for the pediatric nurse at the bedside.
- The latest advances in pediatric nursing practice, research, administration, and education.
- In-depth analyses by the world's leading experts in pediatric nursing.
- CNE contact hours and pharmacology credits.

## Regular Series and Departments:

- Critical Thinking Case Studies
- Demystifying Research
- Family Matters
- Inspirations
- Items of Interest
- 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.



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

## BONUS CIRCULATION

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.

**Deadlines:** space January 8, materials January 15

### March/April

Special Focus on Pediatric Ambulatory Care! Also, bonus circulation at the AACN Annual Conference May 15-18, 2020 in Chicago, IL.

**Deadlines:** space March 12, materials March 19

### May/June

Special Focus on Children's Hospitals throughout the U.S. Bonus circulation will go out to Children's Hospitals.

**Deadlines:** space May 7, materials May 14

### July/August

Special Focus on pediatric nurses in the medical-surgical workplace. Bonus circulation at the Academy of Medical Surgical Nurses Annual Convention October 22-25, 2020 in Las Vegas, NV.

**Deadlines:** space July 9, materials July 16

### September/October

Special Focus on Magnet status in Children's Hospitals.

**Bonus circulation at the ANCC Magnet Convention October 7-9, 2020 in Atlanta, GA.**

**Deadlines:** space September 10, materials September 17

### November/December

Special promotion and circulation to pediatric facilities throughout the U.S.

**Deadlines:** space November 12, materials November 19

All advertisements that appear in the print edition also appear in the digital edition of *Pediatric Nursing* at no additional charge. Links in your ad connect readers directly with your website and message. Take advantage of this bonus exposure. To add even more to your ad, embed a video or audio segment to the digital edition (see the back page for more information).

# Pediatric Nursing Advertising Rate Card

Effective January 1, 2020

## Black & White - Commercial Rates

	1X	6X
1 Page	\$1,700	\$1,525
1/2 Page	\$1,200	\$1,050
1/4 Page	\$975	\$850
Four color process: \$1,400 additional per cost.		

**Agency Commission:** A 15% agency discount will be allowed to qualified agencies if accounts are paid within 30 days.

### Preferred Positions:

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

### Rate Protection Policy:

Rates shown above are in effect as of January 1, 2020. 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, 2020.

### Reproduction Requirements:

**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.

**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.

## Mechanical Requirements

Space Unit:	Width	Depth
One Page	7"	10"
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"

### Advertising Representatives:

Rick Gabler, Director of Marketing  
Heidi Perret, Marketing Coordinator  
Phone: 856-256-2373 / Fax: 856-589-7463

## NEW FOR DIGITAL EDITIONS



### Video or Audio File Embedding

Embed a video or audio file up to 3 minutes in your full page or half page ad in the electronic edition of **Pediatric Nursing** to create a dynamic reader experience. The video or audio file will include a "Play" button instructing the reader to click to play.

#### Video embedding - \$200

Provide a link to your video (e.g., on YouTube or other embedded video service).

#### Audio embedding - \$150

Provide a link to your audio file (e.g., on SoundCloud or other embedded audio service). Alternatively, audio files can be emailed directly for insertion into the electronic edition.

**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: Heidi Perret  
heidi.perret@ajj.com

# Pediatric Nursing Podcast



The *Pediatric Nursing* Journal Podcast Series provides extended content relating to articles published in the journal, such as author interviews and round table discussions. The *Pediatric Nursing* Journal Editorial Board is currently developing episodes for production in 2020.

## Podcast Sponsorship \$750 per episode

Sponsorship benefits:

- Two placements up to 30 seconds each within the podcast episode (one near the beginning and one towards the end).

The ad spots will include your company's name and website. Example: "This episode of the *Pediatric Nursing* Podcast Series is brought to you by **XYZ Company**. Visit their website at **thisisthewebsite.com** for information about their latest product/service."

---

The *Pediatric Nursing* Podcast Series is available on Apple Podcasts (iTunes), Google Podcasts, Spotify, Stitcher, TuneIn Radio, Spreaker, Podcast Addict, and wherever listeners get their podcasts.

# Pediatric Nursing Website

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

## Banner Sponsorship \$1,250 per month

(150W x 80H pixels)

***Pediatric Nursing*** offers your company an excellent **marketing opportunities** for your product message.

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

# Pediatric Nursing®

---

### Publisher:

Anthony J. Jannetti, Inc.

### Established:

1975

### Editor:

Judy A. Rollins, PhD, RN

### Subscription Rates:

Individual

\$64.00 per year U.S.

Institutional

\$97.00 per year U.S.

### Advertising Representatives:

Rick Gabler, Director of Marketing

[rick.gabler@ajj.com](mailto:rick.gabler@ajj.com)

Heidi Perret, Marketing Coordinator

[heidi.perret@ajj.com](mailto:heidi.perret@ajj.com)

Phone: 856-256-2373

Fax: 856-589-7463