



11 W. 42nd Street
New York, NY 10036-8002

P: 212-431-4370
F: 212-941-7842

www.springerpub.com

JOURNAL OF NURSING MEASUREMENT ADVERTISING FACT SHEET 2010

GENERAL INFORMATION

ISSUANCE

Frequency: Triennial
Binding: Perfect
Mailing Class: Presorted Standard, mailed in polybag
Total Circulation: 400

ESTABLISHED

1993

SUBSCRIPTION RATES

Print

Individual	USA: \$90	ROW: \$120
Institutional	USA: \$234	ROW: \$264

Online

Individual	USA: \$80	ROW: \$110
Institutional	USA: \$214	ROW: \$244

EDITORIAL FOCUS

The journal publishes original articles concerning instruments, tools, approaches, and procedures developed or utilized for measuring variables in nursing research, practice, and education. Particular emphasis is placed on evidence for the reliability and validity or sensitivity and specificity of such instruments.

READERSHIP

Nurses

STAFF

Editor-in-Chief:
Ora L. Strickland, PhD, RN, FAAN

ADVERTISING INFORMATION

RATES

General Advertising Rates (Black & White)

Frequency	Full Page	1/2 Page
1 Time	\$415	\$325
2 Times	\$350	\$285
3 Times	\$310	\$215

Color Rates (additional charge per page)

4 Color: \$2100

COVERS AND SPECIAL POSITIONING (NON-CANCELLABLE)

Cover 2: B&W rate plus 35%, add color charge
Cover 3: B&W rate plus 25%, add color charge
Cover 4: B&W rate plus 50%, add color charge
Rates available upon request for unusual positioning.

CLOSING DATES

IssueDate (Number)	Space Reservations	Ad Materials
April 15, (1)	1/15	2/15
August 15, (2)	5/15	6/15
December 15, (3)	9/15	10/15

Insertion orders must be received 3 weeks prior to closing.
Cancellations are accepted 15 days prior to closing.

AGENCY COMMISSION

Agency Commission is 10%. Color charges, position charges, and insert charges are commissionable. All other extra charges are non-commissionable.

EARNED RATES

Earned rates are calculated based upon accumulated space in a 12-month period. Upon request, parent company and subsidiaries are combined for the accounting of the earned rate.



SPRINGER PUBLISHING COMPANY

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AD SIZE

Final Trim Size: 6 3/4" x 10"

	Width	Depth
One page, full bleed:	7"	10 1/4"
One page, no bleed:	5 1/4"	8 1/2"
Half page (wide):	5 1/4"	4 3/8"

Live matter should be kept to a minimum of 1/2" from gutter and trimmed edges.

COMPOSITION CHARGES

1 page:	\$460
1/2 page:	\$300
1/4 page:	\$175

INSERTS

- 2-page insert: 2 times earned B&W rate
- 4-page insert: 4 times earned B&W rate
- Standard business reply card: at earned B&W rate
- Larger business reply card: 2 times earned B&W rate
- Larger inserts rates upon request
- Outserts, within polybag: rates available on request

AD SUBMISSION FORMAT

All advertising should be submitted as a PDF file in either grayscale or CMYK color mode. Files should embed all fonts and any included halftones should 300 ppi or higher.

SERVICES TO ADVERTISERS

- Editorial reprints: the publisher supplies all reprints.
- Mailing list: the publisher supplies all mailing lists.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

Insertion instructions shall include — name of the journal, name and address of the advertiser, date(s) to be inserted, size of advertisement, identification of advertisement along with a proof, and special instructions for placement, bleeds, color, etc.

Advertisements are subject to approval by the publisher. The advertiser and agency agree to indemnify and hold the publisher harmless from all liability and expense arising from claims or actions as a result of the content of the advertisement. The publisher reserves the right to reject or discontinue any advertising; such right not to be deemed waived by acceptance or prior use of any advertising. The publisher's liability for errors shall not exceed the charge for the insertion of the advertisement. If change of copy is not received prior to closing, the last copy run in a previous issue will be inserted.

ADDRESS FOR MAILING AND SHIPPING

For insertion orders, instructions, and the submission of advertisements contact:

Carrie Neff
Springer Publishing Company, LLC
11 West 42nd Street, 15th Floor
New York, NY 10036-8002
cneff@springerpub.com
Tel 212-431-4370 ext 221
Fax 212-941-7842

For inserts, samples must be sent to the above address and the bulk of inserts forwarded to:

Linda Meshey, Account Manager
Journal of Cognitive Psychotherapy
(Volume, Number, and Quantity of inserts)
Cadmus Communications
3575 Hempland Road
Lancaster, PA 17601
meshey1@cadmus.com