



For Advertising Information Contact

Tom Greene, Marketing Manager
 Miriam Martin, Marketing Coordinator
 Phone: 856-256-2374



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

HISPANIC HEALTH CARE INTERNATIONAL ADVERTISING FACT SHEET 2012

GENERAL INFORMATION

ISSUANCE

Frequency: Quarterly
 Binding: Saddle
 Mailing Class: Presorted Standard, mailed in polybag
 Total Circulation: 1700

ESTABLISHED

2002

AFFILIATED

National Association of Hispanic Nurses

SUBSCRIPTION RATES

Individuals: \$95 International: \$135
 Institutions: \$240 International: \$280

EDITORIAL FOCUS

Articles focus on clinical practice, education, research, and policy on issues concerning Hispanic/Latino populations in the United States.

READERSHIP

Readers include nurse educators and researchers, nurse managers, and health care administrators.

STAFF

Editors-in-Chief: Nilda Peragallo, DrPH, RN, FAAN
 and Elias Provencio-Vasquez, PhD, NP, FAAN, FAANP

Managing Editor: Katherine Maidenberg

ADVERTISING INFORMATION

RATES

General Advertising Rates (Black & White)

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1000	\$750	\$500
2 Times	\$950	\$712	\$475
4 Times	\$850	\$640	\$425
8 Times	\$800		

Color Rates (additional charge per page)

4 Color: \$2500

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
March 21, (1)	12/15	1/16
June 21, (2)	3/15	4/16
September 21, (3)	6/15	7/16
December 21, (4)	9/14	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.



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AD SIZE

Final Trim Size: 8 1/2" x 11"

	<u>Width</u>	<u>Depth</u>
One page, full bleed:	9"	11 1/2"
One page, no bleed:	7 1/4"	9 5/8"
Half page (1 column):	3 1/2"	9 5/8"
Half page (wide):	7 1/4"	4 3/4"
Quarter page:	3 1/2"	4 3/4"

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 be 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

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

HISPANIC HEALTH CARE INTERNATIONAL
 c/o Anthony J. Jannetti, Inc.
 Box 56, Pitman, NJ 08071-0056

UPS/Overnight Service:
 200 East Holly Avenue, Sewell, NJ 08080

Attention: Miriam Martin, Marketing Coordinator

Phone: 856-256-2374

Fax: 856-589-7463

E-mail: miriam.martin@ajj.com

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

Allen Press
ATTN: David Emerson
 810 East 10th St
 Lawrence KS 66044
demerson@allenpress.com

JOURNAL of the National Association of Hispanic Nurses

2012 Advertising Space Insertion Order Form

THIS COMPLETED CONTRACT IS THE OFFICIAL INSERTION ORDER FOR AD SPACE THROUGH AD SALES REPRESENTATIVES:

Tom Greene – Sales Manager, Advertising
 Phone: 856-256-2367 FAX: 856-589-7463
 E-mail: greenet@ajj.com

Miriam I. Martin – Marketing Coordinator, Advertising
 Phone: 856-256-2374 FAX: 856-589-7463
 E-mail: martinm@ajj.com

Please Invoice To:

YES! Please reserve ad space for us as indicated below:

Advertiser: _____

Authorized Contact Name: _____

Billing Address 1: _____

Authorized Contact Signature: _____

Address 2: _____

City: _____ **State:** _____ **Zip:** _____

Issue(s): _____

Phone Number: _____ **FAX #:** _____

Ad Unit & Color: _____

E-mail Address: _____

Ad Cost: _____

Return completed contract to: FAX #: 856-589-7463; Or, E-mail Scan copy to: martinm@ajj.com

Issuance: Quarterly
For Issue Reserved

- March
- June
- September
- December

Closing Date for Space and Materials:
Reservations & Cancellations Due By

- 12/15/2011
- 03/15/2012
- 06/15/2012
- 09/14/2012

Ad Materials Deadlines

- 01/16/2012
- 04/16/2012
- 07/16/2012
- 10/15/2012

Ad Rates: Black and White Ads; **Inserts:** a. a. Two-page insert: 2 times earned b/w page rate; b. Four-page insert: 4 times earned b/w page rate; c. Larger Units, Gatefolds, BRCs – contact Advertising Sales Representatives. **Please check off frequency and ad size choice:**

Frequency Choice:	<input type="checkbox"/> 1x	<input type="checkbox"/> 2x	<input type="checkbox"/> 4x	<input type="checkbox"/> 8x
<input type="checkbox"/> Full Page Rate Choice	\$1000.00	\$950.00	\$850.00	\$800.00
<input type="checkbox"/> 1/2 Page Rate Choice	\$750.00	\$712.00	\$640.00	
<input type="checkbox"/> 1/4 Page Rate Choice	\$500.00	\$475.00	\$425.00	

Color Charges (additional to page size rates above) **Check Off:** Four \$2,500

Check Off Special Postions: 2nd Cover 35% | 3rd Cover 25% | 4th Cover 50% |

Mechanical Specs: **Journal Trim Size:** 8 1/2" x 11"

Note: Keep live matter 1/2" from trim for safety allowance

Page Sizes:

- Full Page
- Full page spread
- 1/2 page horizontal
- 1/2 page vertical
- 1/4 page

Type of Binding: Perfect

Non-Bleed Size:

Width	Height
7 1/4"	9 5/8"
3 1/2"	9 5/8"
4 3/4"	7 1/4"
3 1/2"	4 3/4"

Half tone screen: 133-150

Bleed Size:

Width	Height
9"	11 1/2"

Note Reproduction Requirements Policy: Material held one year from date of last insertion and then destroyed unless specifically instructed otherwise.

Direct ad material questions & send High resolution press-ready PDF Electronic Ads to:

Email: martinm@ajj.com **Phone:** (856) 256-2374 **FAX:** (856) 589-7463

Materials on CD ship to: Miriam I. Martin – Advertising Coordinator

Anthony J. Jannetti, Inc.
 200 East Holly Avenue
 Sewell, NJ 08080

As an advertiser our ad will be sent from the design contact we designate below:

Design Contact Name: _____ **E-mail:** _____ **Phone:** _____