

11 W. 42nd Street  
 New York, NY 10036-8002  
 P: 212-431-4370  
 F: 212-941-7842  
 www.springerpub.com

## HISPANIC HEALTH CARE INTERNATIONAL ADVERTISING FACT SHEET 2010

### GENERAL INFORMATION

#### ISSUANCE

Frequency: Quarterly  
 Binding: Saddle  
 Mailing Class: Presorted Standard, mailed in polybag  
 Total Circulation: 1200

#### 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	1/15
June 21, (2)	3/15	4/15
September 21, (3)	6/15	7/15
December 21, (4)	9/15	10/15

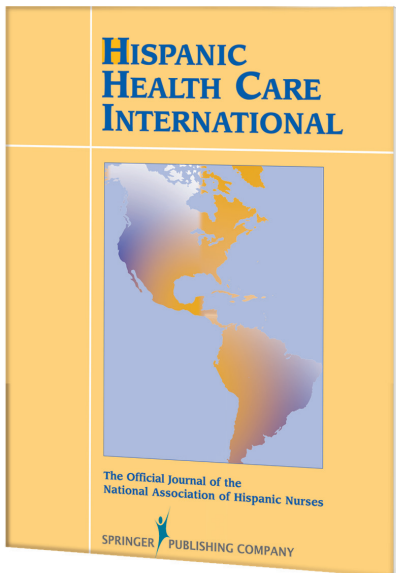
Insertion orders must be received 3 weeks prior to closing.  
 Cancellations are accepted 15 days prior to closing.

#### 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.



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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 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**  
Hispanic Health Care International  
(Volume, Number, and Quantity of inserts)  
Cadmus Communications  
3575 Hempland Road  
Lancaster, PA 17601  
meshey1@cadmus.com