

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

P: 212-431-4370

F: 212-941-7842

www.springerpub.com

## CREATIVE NURSING ADVERTISING FACT SHEET 2012

### GENERAL INFORMATION

#### ISSUANCE

Frequency: Quarterly  
Binding: Saddle  
Mailing Class: Presorted Standard, mailed in polybag  
Total Circulation: 500

#### ESTABLISHED

1998

#### SUBSCRIPTION RATES

##### Print

Individual	USA: \$60	ROW: \$100
Institutional	USA: \$220	ROW: \$260

##### Online

Individual	USA: \$50	ROW: \$90
Institutional	USA: \$200	ROW: \$240

#### EDITORIAL FOCUS

*Creative Nursing* promotes best practices in all aspects of caring—caring for self, patients, families, colleagues, and communities. The journal is dedicated to promoting nursing excellence and professionalism and is dedicated to developing nursing leaders at all levels and in all settings.

#### READERSHIP

Readers include nurse educators, nurse managers, and healthcare administrators.

#### STAFF

Editor-in-Chief: Marie Manthey, MNA, FRCN, FAAN  
Managing Editor: Marty Lewis-Hunstiger, BSN, RN, MA

### ADVERTISING INFORMATION

#### RATES

##### General Advertising Rates (Black & White)

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$950	\$725	\$475
2 Times	\$900	\$885	\$465
4 Times	\$800	\$615	\$415
8 Times	\$725		

##### Color Rates (additional charge per page)

4 Color: \$2500

#### COVERS AND SPECIAL POSITIONING (NON-CANCELABLE)

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

Issue Date (Number)	Space Reservations	Ad Materials
February 15, (1)	11/15	12/15
May 15, (2)	2/15	3/15
August 15, (3)	5/15	6/15
November 15, (4)	8/15	9/15

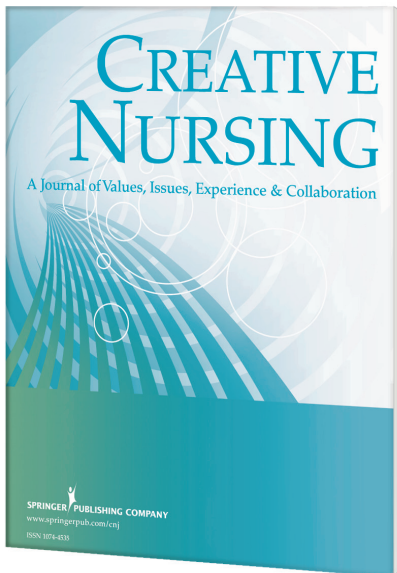
Insertion orders must be received 3 weeks prior to closing.  
Cancellations are accepted 15 days prior to closing.

#### 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:	6 7/8"	9 5/8"
Half page (1 column):	3 1/4"	9 5/8"
Half page (wide):	6 7/8"	4 3/4"
Quarter page:	3 1/4"	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:

**James Costello**  
Springer Publishing Company, LLC  
11 West 42nd Street, 15th Floor  
New York, New York 10036-8002  
Tel 212-431-4370 ext 208  
Fax 212-941-7842  
E-mail: jcostello@springerpub.com  
Web: www.springerpub.com/jpe

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

**Odyssey Press Inc.**  
ATTN: Karen McCarthy  
22 Nadeau Dr  
PO Box 7307  
Gonic NH 03839-7307  
karen@odysseypress.com