

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

## JOURNAL OF NURSING LAW ADVERTISING FACT SHEET 2012

### GENERAL INFORMATION

#### ISSUANCE

Frequency: Three issues per year  
 Binding: Saddle  
 Mailing Class: Presorted Standard, mailed in polybag  
 Total Circulation: 750

#### ESTABLISHED:

1993

#### AFFILIATED:

The American Association of Nurse Attorneys

#### SUBSCRIPTION RATES

Individuals: USA: \$115 ROW: \$155  
 Institutions: USA: \$285 ROW: \$325

#### EDITORIAL FOCUS

The journal publishes scholarly as well as practical articles on healthcare law and addresses issues of concern to lawyers, nurses, policy makers, and ethicists. Emphasis is placed on emerging trends in the law with suggestions for how nurses and lawyers can navigate and influence these trends.

#### READERSHIP

Readers include nurse attorneys, nurses, bioethicists, legislators, healthcare administrators.

### ADVERTISING INFORMATION

#### RATES

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

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1100	\$925	\$775
2 Times	\$1025	\$885	\$725
4 Times	\$950	\$815	\$685
8 Times	\$875		

##### 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.

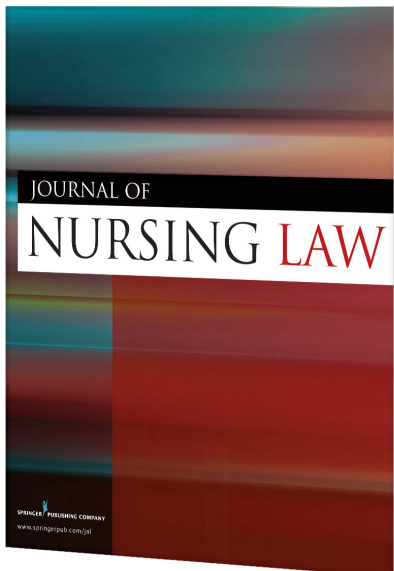
#### CLOSING DATES

IssueDate (Number)	Space Reservations	Ad Materials
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.

#### 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.



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

P: 212-431-4370

F: 212-941-7842

www.springerpub.com

## JOURNAL OF NURSING LAW

### ADVERTISING FACT SHEET 2012

#### AD SIZE

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

	Width	Depth
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

#### 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.

#### 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

#### 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/jnl

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