

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

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www.springerpub.com

NURSING HISTORY REVIEW ADVERTISING FACT SHEET 2012

GENERAL INFORMATION

ISSUANCE

Frequency: Annual
Binding: Perfect
Mailing Class: Presorted Standard, mailed in polybag
Total Circulation: 700

ESTABLISHED:

1993

AFFILIATED:

American Association for the History of Nursing

SUBSCRIPTION RATES

Individuals: \$90
Institutions: \$90

EDITORIAL FOCUS

Articles focus on the development and practice of nursing and healthcare in the United States and throughout the world.

READERSHIP

Readers include nurses, physicians, and historians.

STAFF

Editor-in-Chief: Patricia D'Antonio, RN, PhD, FAAN

ADVERTISING INFORMATION

RATES

General Advertising Rates (Black & White)

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$440	\$300	

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: Not Available for Advertising

Rates available upon request for unusual positioning.

CLOSING DATES

IssueDate (Number)	Space Reservations	Ad Materials
September 21	6/7	7/1

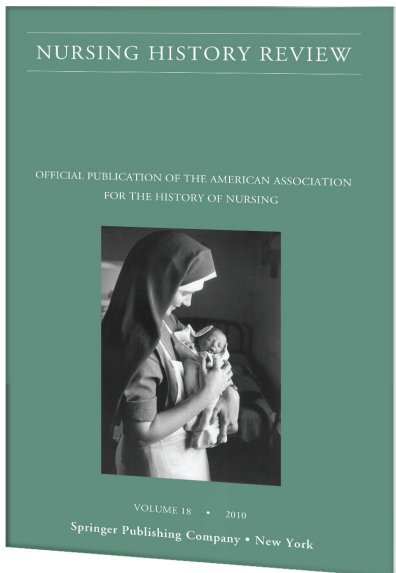
Insertion orders must be received 3 weeks prior to closing.
Cancellations are accepted 15 days prior to closing.

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: 6" x 9"

	Width	Depth
One page, full bleed:	6 1/4"	9 1/4"
One page, no bleed:	5"	8"
Half page (wide):	5"	3 7/8"

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

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 dpi 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:

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