Advertising Rates
Advertising rates are per insertion, there is no extra charge for full page full bleed.

<table>
<thead>
<tr>
<th></th>
<th>1 Issue</th>
<th>3 Issues</th>
<th>6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Four Color</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,170</td>
<td>$3,900</td>
<td>$3,725</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,575</td>
<td>$3,325</td>
<td>$3,210</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$3,010</td>
<td>$2,785</td>
<td>$2,650</td>
</tr>
<tr>
<td><strong>Black and White</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,525</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,900</td>
<td>$1,750</td>
<td>$1,625</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,325</td>
<td>$1,150</td>
<td>$1,015</td>
</tr>
</tbody>
</table>

Position Rates
The additional charge for preferred positions is calculated on the earned black and white rate.

<table>
<thead>
<tr>
<th>Position</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Cover</td>
<td>50%</td>
</tr>
<tr>
<td>2nd Cover</td>
<td>30%</td>
</tr>
<tr>
<td>1st Page</td>
<td>25%</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>20%</td>
</tr>
<tr>
<td>OTC</td>
<td>20%</td>
</tr>
<tr>
<td>All other preferred positions</td>
<td>15%</td>
</tr>
</tbody>
</table>

Journal Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>6 Issues per year</td>
</tr>
<tr>
<td>Circulation</td>
<td>9,300</td>
</tr>
<tr>
<td>Cover Stock</td>
<td>100 lb gloss, varnished</td>
</tr>
<tr>
<td>Paper Stock</td>
<td>60 lb coated</td>
</tr>
<tr>
<td>Binding</td>
<td>Saddle stitched</td>
</tr>
<tr>
<td>Halftone Screen</td>
<td>133 or 150</td>
</tr>
</tbody>
</table>

Mechanical Requirements

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal Trim Size</td>
<td>8.375&quot;</td>
<td>10.875&quot;</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8.625&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Full page no bleed</td>
<td>7.375&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.5625&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.375&quot;</td>
<td>4.125&quot;</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5625&quot;</td>
<td>4.125&quot;</td>
</tr>
</tbody>
</table>

- Keep live matter 0.5" from trim and gutter.
- Advertisements must conform to our mechanical dimensions.
- All advertisements less than a full page in size must have a border.
- Artwork will be kept on file for six months after the last insertion date and then discarded.

Ad Material Requirements
Ad material should be e-mailed to Miriam.Martin@ajj.com maintaining the following guidelines:
- PDF files are preferred
- Other acceptable formats: TIFF or EPS files
- All fonts and graphics must be embedded
- 4-Color (CMYK) files should be at 300 ppi
- Grayscale files should be at 300 ppi
- Line art should be 1,200 ppi

For more information, please contact:

Rick Gabler, National Sales Representative
P: 856-256-2314 | F: 856-589-7463
Rick.gabler@ajj.com

Miriam Martin, Marketing Coordinator
P: 856-256-2374 | F: 856-589-7463
Miriam.Martin@ajj.com

Advertising Representatives for Neonatal Network
Anthony J. Jannetti, Inc., East Holly Avenue, Box 56, Pitman, New Jersey 08071-0056

Inserts
Inserts, outserts, and cover tips are available.
Contact Miriam Martin for a customized quotation.
At-A-Glance Neonatal Network Publishing Schedule

<table>
<thead>
<tr>
<th></th>
<th>Jan/Feb</th>
<th>Mar/Apr</th>
<th>May/Jun</th>
<th>Jul/Aug</th>
<th>Sep/Oct</th>
<th>Nov/Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Due</td>
<td>12/5/16</td>
<td>2/3/17</td>
<td>3/30/17</td>
<td>6/1/17</td>
<td>7/20/17</td>
<td>9/28/17</td>
</tr>
<tr>
<td>Street Date</td>
<td>1/15/17</td>
<td>3/14/17</td>
<td>5/16/17</td>
<td>7/16/17</td>
<td>8/29/17</td>
<td>11/15/17</td>
</tr>
</tbody>
</table>

2017 ISSUE HIGHLIGHTS

JANUARY/FEBRUARY
“Advanced Practice Attendee Registration Brochure” inside:
The first issue of 2017 will include the attendee brochure for the
14th National Advanced Practice Neonatal Nurses Conference to be
held in the Hilton Hawaiian Village, Waikiki Beach, Oahu, Hawaii,
  Closing Date: November 28, 2016
  Material Date: December 5, 2016

MARCH/APRIL
“Advanced Practice Conference” issue:
The 14th National Advanced Practice Neonatal Nurses Conference to be
held in the Hilton Hawaiian Village, Waikiki Beach, Oahu, Hawaii,
  Closing Date: January 27, 2017
  Material Date: February 3, 2017

MAY/JUNE
“National Meeting Attendee Registration Brochure” inside:
The 17th National Neonatal Nurses Conference and the 20th
National Mother Baby Nurses Conference, to be held at the
  Closing Date: March 23, 2017
  Material Date: March 30, 2017

JULY/AUGUST
“Pre-Conference” issue:
The 17th National Neonatal Nurses Conference and the 20th
National Mother Baby Nurses Conference, to be held at the
  Closing Date: May 25, 2017
  Material Date: June 1, 2017

SEPTEMBER/OCTOBER
“Conference” issue:
Copies of this issue will be distributed to all attendees of the 17th
National Neonatal Nurses Conference and the 20th National
Mother Baby Nurses Conference, to be held at the Westgate Resorts,
  Closing Date: July 13, 2017
  Material Date: July 20, 2017

NOVEMBER/DECEMBER
“Academy of Neonatal Nursing” issue:
This issue will promote the Academy of Neonatal Nursing’s 15th
National Advanced Practice Neonatal Nurses Conference.
  Closing Date: September 21, 2017
  Material Date: September 28, 2017

COLUMNS IN EACH ISSUE

Back to Basics reviews the state of the science for core topics
in neonatal care such as thermoregulation, breastfeeding,
hyperbilirubinemia and gestational diabetes.

Clinical Challenges addresses issues that routinely challenge
NICU nurses in their daily practice.

Educational Strategies in the NICU provides helpful
background and new ideas for successful educational ventures.

Evidence-Based Practice helps NICU providers understand
the science behind practice, whether it’s understanding statistics or
evaluating clinical practice guidelines.

Family-Centered Care addresses the family perspective of life in
and after the NICU.

Health Information Technology helps build the reader’s
understanding of medical technology and its application to
NICU care.

Lab Values provides an in-depth look at various lab tests used in
the assessment and management of neonatal conditions.

Of Counsel helps NICU nurses understand the legal system as it
relates to their practice, covering topics such as charting, being an
expert witness, and giving a deposition.

Pointers in Practical Pharmacology examines research related
to dosing, side-effects, monitoring and outcomes for both common
and new drugs used in the care of neonates.

Neonatal Imaging addresses the strengths and limitations of
various diagnostic imaging techniques and provides case study
examples of how these techniques are used and how the results
are evaluated.
CIRCULATION

9,300 NICU nurses. More than 1,800 Level II and Level III neonatal intensive care units throughout the United States and Canada.

MARKET SERVED

Neonatal Staff Nurses in Level II and Level III units, Neonatal Nurse Practitioners, Neonatal Nurse Managers, Nurse Educators, Clinical Nurse Specialists, Transport Nurses.

GENERAL INFORMATION

1. Issued six times per year on approximately the 15th of January, March, May, July, September, and November. Mailed in polybag, periodical rate.

2. Established April 1981.


4. Editorial: *Neonatal Network* is written and edited for nurses who work specifically in neonatal intensive care units, either on a secondary or tertiary level. Neonatal Network publishes timely, evidence-based, peer reviewed clinical articles, and research articles. Clinically focused regular columns, continuing education materials, and editorial round out each issue.

5. Acceptance of Advertising: All advertisements are subject to review and approval by the Editor.

6. Forward all insertion orders and contracts to:
   ATTN: Miriam Martin, Neonatal Network
   Anthony J. Jannetti, Inc.
   East Holly Ave., Box 56, Pitman, NJ 08071-0056
   Overnight: 200 E. Holly Ave., Sewell, NJ 08080
   P: 856-256-2300 | F: 856-589-7463
   Please contact advertising representative for shipping address and deadline for inserts.

7. Forward all ad materials by e-mail to: Miriam.Martin@ajj.com.

8. Agency Commission: 15% for accounts paid within 30 days. 
   No cash discount. Agency discounts will not be honored for accounts 30 days past due. This policy is strictly enforced.

9. Publisher’s Policy: Advertising rotated front to back and interspersed with the editorial content. The publisher assumes no liability for error or omissions in key number or index to advertisers. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable for advertisements placed in the journal.

10. Classified print advertising $375 net, must be prepaid. Send posting in a Word document to Miriam Martin.
**e-TOC Alert**

Take advantage of an opportunity to advertise in *Neonatal Network*’s e-mail blast table of contents alerts sent to our opt-in list of over 14,000 readers. This alert, sent six times per year, provides a detailed summary of each new issue of the journal as soon as it is available online.

The e-TOC offers two ads spots for a 468X60 leaderboard and footer. The leaderboard is placed directly above the content listing in the email and a footer is placed directly below the summary of each issue. These alerts have some of the highest click-through rates of all *Neonatal Network* products.

### Distribution Schedule

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</table>

### e-TOC Alert Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Issue</th>
<th>3 Issues</th>
<th>6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,250</td>
<td>$1,100</td>
<td>$1,000</td>
</tr>
<tr>
<td>Footer</td>
<td>$750</td>
<td>$700</td>
<td>$650</td>
</tr>
</tbody>
</table>

### Mechanical Requirements

<table>
<thead>
<tr>
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<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>468 px</td>
<td>60 px</td>
</tr>
<tr>
<td>Footer</td>
<td>468 px</td>
<td>60 px</td>
</tr>
</tbody>
</table>

### Materials

Ad materials should be e-mailed to Miriam.Martin@ajj.com, maintaining the following guidelines.
- GIF, JPG, or Flash files
- Maximum file size: 60k

### Classified Advertising

Advertise on the Careers job board on [www.neonatalnetwork.com](http://www.neonatalnetwork.com). Your job post should list the title of the position being advertised, name and location of your organization, a full job description, and contact information for applicants. There is no maximum word count limitation. Submitted ads will be posted online within 48 hours of receipt.

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Post</td>
<td>$375 per job, no expiration</td>
</tr>
</tbody>
</table>
Neonatal Network: The Journal of Neonatal Nursing is published six times a year and offers the latest information on neonatal nursing practice. Articles on current developments in neonatal care and in evidence-based practice serve as a catalyst for discussions concerning today’s critical issues.

Neonatal Network: The Journal of Neonatal Nursing is the official publication of the Academy of Neonatal Nursing (ANN). Since its inception in 2001, ANN has grown to include almost 8,000 members. ANN’s mission is to provide quality education and programs at a reasonable cost to healthcare professions. ANN achieves this mission through the publication of the journal, which includes continuing education articles, two educational conferences per year, educational grants, online education, and the membership newsletter.

The 2017 Educational Conferences

- The 14th National Advanced Practice Neonatal Nurses Conference, to be held at the Hilton Hawaiian Village, Waikiki Beach, Oahu, Hawaii, April 19-22, 2017, with an expected attendance of over 700 advanced practice and neonatal nurses.

- The 17th National Neonatal Nurses Conference and the 20th National Mother Baby Nurses Conference, to be held at the Westgate Resorts, Las Vegas, Nevada, September 13-16, 2017, with an expected attendance of over 1,500 advanced practice, neonatal, and mother-baby nurses.

For more information, please contact:

Rick Gabler, National Sales Representative
P: 856-256-2314 | F: 856-589-7463
Rick.gabler@aaj.com

Miriam Martin, Marketing Coordinator
P: 856-256-2374 | F: 856-589-7463
Miriam.Martin@aaj.com

Advertising Representatives for Neonatal Network*
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