

JOURNAL OF Gerontological Nursing®

Advertising/Sales Office

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Director, Electronic Publishing and Production: Karen G. Stanwood, ELS
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JOURNAL OF Gerontological Nursing®



Therapeutic horticulture for persons with dementia

Feasibility for reducing depressive symptoms and agitation

Frequency of family caregivers' use of pain assessment elements

Evaluating a nurse practitioner program among rural individuals in assisted living

Sleep and brain function among older adults with chronic kidney disease and cognitive impairment

Intention to stay among RNs working in nursing homes

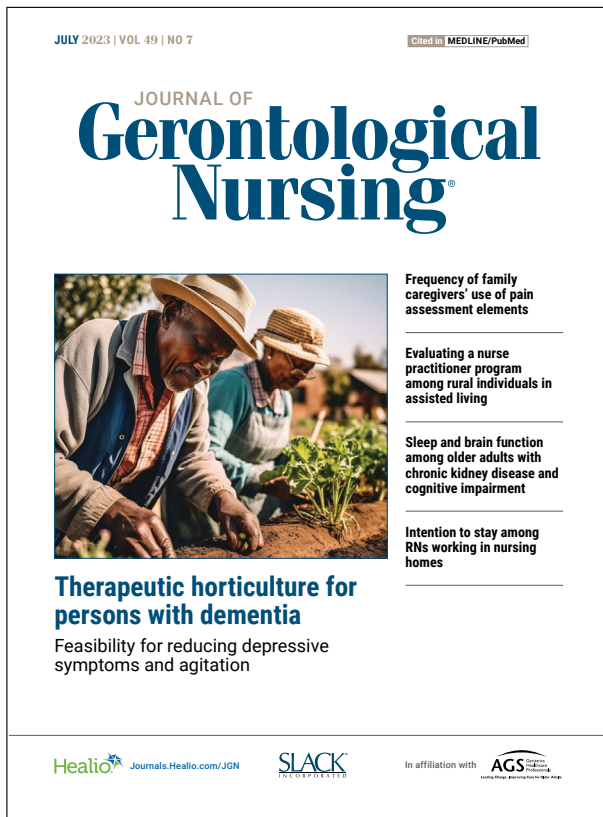


TO ADVERTISE, CONTACT:

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The JOURNAL OF GERONTOLOGICAL NURSING publishes original peer-reviewed articles with every issue. Each month, readers receive the latest research and information on best practices in geriatric care. Our editors tackle the most relevant topics in gerontology, including geropharmacology, technology innovations, person-centered care and public policy.

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

RATES AND DISCOUNTS

- Effective Rate Date:** January 2024 for all advertisers.
- Rates:**
 - Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
 - Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.

3. Black-and-White Rates:

Frequency	One Page	½ Page	¼ Page
1x	\$1,335	\$915	\$775
6x	1,285	850	720
12x	1,210	830	685
24x	1,140	805	600
36x	1,085	770	555
48x	990	720	540

Color: In addition to black-and-white rates:

Charge per color per page or fraction

Standard color	\$560
Matched color	\$765
Metallic color	\$1,020
Four color	\$1,530
Four color + PMS	\$2,040
Four color + metallic	\$2,550

- Bleed:** No charge.
- Covers, Positions:**
 - Covers:**
 - Second cover: Earned b/w rate plus 25%. Color additional.
 - Third cover: Earned b/w rate plus 15%. Color additional.
 - Fourth cover: Earned b/w rate plus 50%. Color additional.
 - Special positions:**
 - Add 10% to earned b/w rate. Color additional. See your advertising representative for more information.
- Discount Programs:**
 - Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
 - Gerontological Connection Discount:** Sign a 12x contract in the Journal OF GERONTOLOGICAL NURSING and receive 6 free ads in RESEARCH IN GERONTOLOGICAL NURSING.
 - Free Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2024 and receive an additional ad of equal size and color in the same publication at no cost.
** Gerontological Connection Discount and FREE Ad Program Discount cannot be combined.*
 - Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
 - Corporate Discount:** Total net spend achieved in the year 2024 will set a Corporate Discount to be taken off 2025 advertising.
 - When taking advantage of more than one discount program, discounts must be taken in the following order:**
 - Gross Cost:**
 - 1) Less FREE Ad Program
 - 2) Less Healio Strategic Solutions Corporate Discount
 - 3) Less 15% Agency Discount
 - Equals net cost
- Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.
- Online Advertising Rates:** Please contact your sales representative for more information.

ISSUANCE AND CLOSING

- First Issue:** January 1975.
- Frequency:** 12 times per year.
- Issue Dates:** First week of month of issue.
- Mailing Date & Class:** Mails within the issue month; Periodical Class.
- Closing Dates:**

Issue	Ads Closing	Materials Due
January	12/1/2023	12/8/2023
February	1/3/2024	1/11/2024
March	2/1/2024	2/9/2024
April	3/1/2024	3/11/2024
May	4/1/2024	4/10/2024
June	5/1/2024	5/8/2024
July	6/3/2024	6/12/2024
August	7/1/2024	7/10/2024
September	8/1/2024	8/9/2024
October	9/3/2024	9/11/2024
November	10/1/2024	10/10/2024
December	11/1/2024	11/11/2024

- Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

- General Editorial Direction:** Original peer-reviewed articles about aging and nursing care of older adults. The publication provides a forum for the gerontological nurse in terms of the nurse's role in long-term care, community and health care, and health promotion/education. The majority of the editorial is directed to clinical practice of both management and staff.
- Average Issue Information:**
 - Average number of articles per issue:** 6
 - Average article length:** 8 pages
 - Editorial departments and features:**
 - Geropharmacology
 - Technology Innovations
 - Person-Centered Care
 - Public Policy
 - Research Briefs
- Origin of Editorial:**
 - Source:** Original contributions
 - Staff written:** N/A
 - Solicited:** 5%
 - Submitted:** 95%
 - Peer-review:** Yes - blind, juried (peer-review) critique.

CIRCULATION

- Description of Circulation Parameters:** Registered nurses, advance practice nurses, nursing administrators, and nursing faculty involved in geriatric patient care and nursing education. In addition, hospital libraries, institutions, and nursing homes.
- Demographic Selection Criteria:**
 - Circulation distribution:**
 - Controlled: 0%
 - Paid: 100%

b) Paid information:

Association members: American Geriatric Society (AGS)
Is publication received as part of dues? Yes

c) **Subscription rates:** U.S.: \$160/yr.; Canada: add 5% tax/year
Outside the U.S.: add \$85/yr.

d) **Renewal rate:** 58.7%

19. Circulation Verification:

a) **SRDS Sworn Statement:** June 2023

b) **Printer & Mailing House:** Sheridan Press

20. **Estimated total circulation for 2024:** 450/issue

GENERAL INFORMATION

21. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.

22. **New Product Releases:** Yes

23. **Editorial Research:** N/A

24. Ad Format and Placement Policy:**a) Format:**

1. between articles X 3. stacked _____
2. welled _____ 4. within articles X

b) Are ads rotated?: Yes

25. **Ad/Edit Information:** 30/70 Ad/Edit Ratio.

26. **Value-Added Services:** Contact your advertising representative for details.

a) **Availability of mailing list:** Yes. Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.

b) Bonus distribution

27. **Full-Text Online:** The JOURNAL OF GERONTOLOGICAL NURSING offers current and archived full-text articles online at journals.healio.com/JGN. This valuable tool will allow subscribers unlimited access to every article in each issue. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

28. **Reprint Availability:** Yes; email scsreprints@sheridan.com.

29. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

30. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

31. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point, ALL CAPS black type at the center top of the ad.

32. **Competitor Information:** The JOURNAL OF GERONTOLOGICAL NURSING does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

33. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

34. Availability and Acceptance:

a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.

b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

35. **Charges:** Furnished inserts are billed at the earned black-and-white space rate at frequency earned. Commissionable.

36. **Sizes and Specifications:** All inserts are to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

37. **Trimming:** Ship folded. Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/2" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".

38. BRCs:

a) **Pricing:** Contact your sales representative for prices.

b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

39. **Quantity:** Full run - 1,500 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

40. **Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.

AD REQUIREMENTS

41. Available Advertising Unit Sizes:

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15 3/4" x	10 3/8"	16 1/2" x	11 1/8"
Full Page	7 5/8" x	10 3/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 5/8" x	4 3/4"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 3/8" x	10 3/8"	4 1/8" x	11 1/8"
1/4 Page	3 5/8" x	5"		

Trim size of Journal: 8 1/8" x 10 7/8"

a) Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

b) For spread ads, keep content (images/text) 1/4" from each side of gutter

c) To view thumbnails of ad spaces, visit Healio.com/adspecs.

42. Paper Stock:

a) **Text:** 70# gloss

b) **Covers:** 80# gloss

43. Type of Binding: Perfect bound**44. Digital Ad Requirements:**

For specifications, go to Healio.com/adspecs.

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Contact the sales administrator for file sharing options.

45. **Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

Insertion Orders and Ad Materials:

Ann Marie Haley
JOURNAL OF GERONTOLOGICAL NURSING
6900 Grove Road
Thorofare, NJ 08086 USA
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Send inserts and BRCs to:

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