

ADVERTISING RATE CARD

Effective January 2012

www.nlnjournal.org

**NURSING
EDUCATION
PERSPECTIVES**

The Journal of the



**National League
for Nursing**

**The Voice for
Nursing Education**

Advertising in *Nursing Education Perspectives*



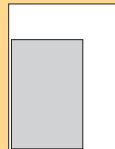


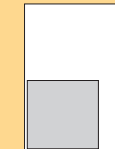
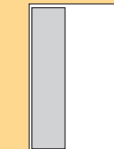
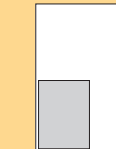
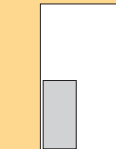
A benefit of membership for the National League for Nursing, this prestigious peer-reviewed research journal is an important resource for nurse faculty who strive for excellence in teaching and seek an evidence base for their chosen profession.

*Today, nurse educators are breaking away from established patterns and charting new pathways with innovative approaches to education. Just as nurses of the future will work in an ever-increasing technologically advanced environment, their teachers use high-fidelity simulation technology in the clinical laboratory and present more and more courses over the Internet. *Nursing Education Perspectives* is the perfect place to advertise products for the health care environment of the future.*

Join the NLN in its essential mission, to promote excellence in nursing education to build a strong and diverse nursing workforce to advance the nation's health.

CAREER OPPORTUNITIES/CLASSIFIED This special, headlined advertising section is ideal for recruiting faculty, administrators, and deans for schools of nursing. Advertisers may elect to place standard-size display ads with text and art (including logos) or text-only ads.

DISPLAY ADS/RUN OF BOOK Ads placed within the editorial pages of *Nursing Education Perspectives* highlight educational programs, including advanced degree programs, conferences, and products and services of interest to nurse educators/schools of nursing. ROB ads must match one of the standard display sizes shown below.

								
DISPLAY SIZES								
Full	2/3	Junior (ROB)	1/2 V	1/2 H	1/3 S	1/3 V	1/4	1/6
7" x 10"	4 1/2" x 10"	4 1/2" x 7 1/2"	3 3/8" x 10"	7" x 4 7/8"	4 1/2" X 4 7/8"	2 1/4" x 10"	3 3/8" x 4 7/8"	2 1/4" x 4 7/8"

COLOR CHARGES Each issue of *Nursing Education Perspectives* is printed in two colors, black and a PMS color used for accent. For an additional charge of \$100, display ads may be printed in black with spot color. Ads must be prepared according to Printer Specifications for a two-color ad; prior to preparing your ad, please ask for the PMS color being used. For four-color process, add \$1200.

COVERS Cover ad prices are based on full-page rates. For inside back cover, add 10 percent; for inside front cover, add 15 percent; for back cover, add 20 percent. Then add \$1200 for four-color process; all covers are four-color process.

DISPLAY RATES PRINT JOURNAL

Size	1 Issue	3 Issues	6 Issues
Full page	\$1965	\$1905	\$1850
2/3 page	1635	1590	1540
1/2 page	1115	1080	1045
1/3 page	825	795	770
1/4 page	645	625	605
1/6 page	495	480	465
Junior Size (Run of Book Only)	1315	1275	1230

AGENCY COMMISSIONS AND GENERAL REGULATIONS

Written insertion order and/or purchase order required.

Agency Commission 15 percent on gross billing to recognized agencies for run of book ads only. No agency commission applies for ads in the Career Opportunities/Classified section. Net 30 days.

Payment Checks should be payable to the National League for Nursing and mailed to: National League for Nursing, 61 Broadway, 33rd floor, New York NY 10006.

Frequency Discount Frequency discounts are earned by running ads in three or six issues during any 12-month period.

Associate Member Discount Associate members of the NLN in good standing receive discounted advertising rates in *Nursing Education Perspectives* for ads 1/3 page or larger. The ad must be placed in at least three issues during any 12-month period. Contact membership@nlm.org for more information about the Associate Member program and membership at the NLN.

ISSUES AND CLOSING DATES

Nursing Education Perspectives is published bimonthly, six times per year (January/February, March/April, May/June, July/August, September/October, November/December). Ads must be placed by the 10th of the preceding month (i.e., February 10 for March/April issue). Materials must be received by the 16th of the preceding month (i.e., February 16 for March/April issue).

Cancellation Policy Cancellations and/or changes must be made in writing and acknowledged in writing by closing date. Orders for covers cannot be canceled.

Bonus Distribution The May/June 2012 issue, a special issue on educating nursing students for geriatric care, will have bonus distribution. Copies of this issue will be sent to all pre-licensure nursing programs in the United States.

The September/October issue has bonus distribution at the annual NLN Education Summit. Ask about Summit exhibitor and sponsor opportunities.

PRINTER SPECIFICATIONS Prior to preparing display ads for the print edition of *Nursing Education Perspectives*, please visit the following websites:

http://allenpress.com/system/files/pdfs/library/apmk_digital_art.pdf

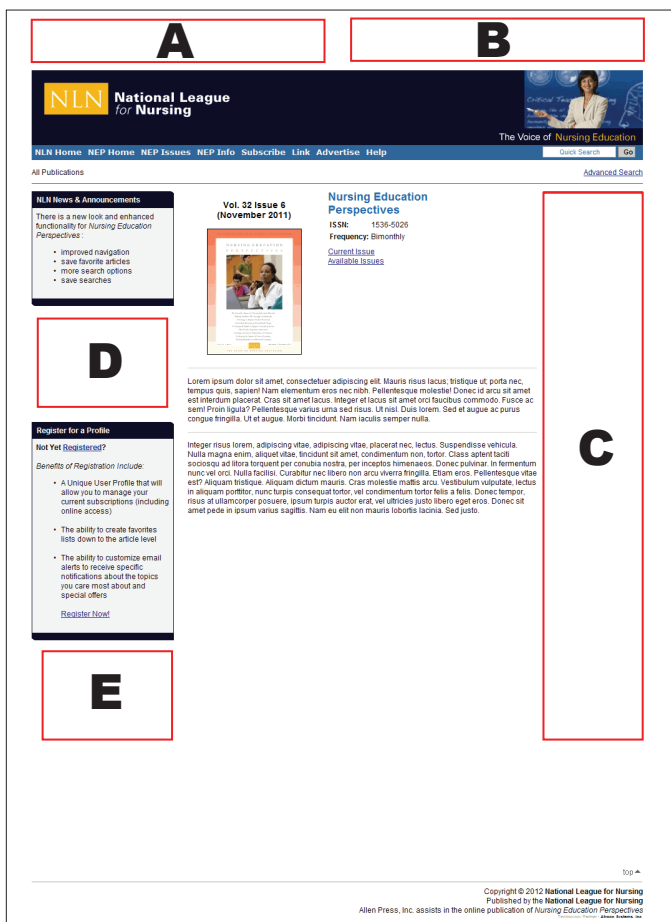
http://allenpress.com/system/files/pdfs/library/apmk_digital_ad.pdf

Word documents are accepted for the Career Opportunities/Classified section, but logos must be PDFs or JPEGs. PDFs should be CMYK or greyscale.

Bleeds are accepted for full-size ads. Add 1/8” to the journal trim size of 8 1/2” x 11” all around.

ONLINE ADVERTISING SPECIFICATIONS Advertising is now being accepted for the *Nursing Education Perspectives* online homepage at www.nlnjournal.org. Ads are accepted for a two-month period. See the site layout below for ad location.

To create an online ad, a minimum resolution of 72 dpi is recommended. High-resolution graphics may be down-sampled to ensure that images load quickly. Accepted file types are: GIF, Animated GIF (Maximum Frames/Resolutions: 5/4), JPG, Flash SWF (maximum play time: 45 seconds). Unacceptable file types are: DOC, PDF.



ONLINE ADVERTISING RATES (NET)				
Position	2 Months	6 Months	12 Months	Size
A (Banner, left)	\$450	\$1245	\$2400	468x60
B (Banner, right)	450	1245	2400	468x60
C (Skyscraper)	400	1140	2040	160x600
D (Tile, top)	325	900	1740	180x150
E (Tile, bottom)	300	840	1620	180x150

Journal homepage www.nlnjournal.org
(size reduced)

CIRCULATION

Character of Circulation *Nursing Education Perspectives* is a benefit of membership of the National League for Nursing, an association representing nurse faculty and leaders in all nursing education programs: doctorate, master's, baccalaureate, associate degree, diploma, and practical. All NLN members and subscribers, including Associate Members, have access to *Nursing Education Perspectives* online.

Locality of Circulation National

Method of Distribution Mailed periodicals postage to education agency members of the National League for Nursing and personal members. Online distribution to all members.

Subscription A portion of NLN membership dues is applied to a subscription of *Nursing Education Perspectives*.

FOR MORE INFORMATION, CONTACT:

M.J. Mrvica Associates, Inc.

2 W. Taunton Avenue

Berlin, NJ 08009

Telephone: 856-768-9360

Fax: 856-753-0064

Email: mjmrvica@mrvica.com

Dedicated to excellence in nursing, the National League for Nursing is the premier organization for nurse faculty and leaders in nursing education. The NLN offers professional development, networking opportunities, testing services, nursing research grants, and public policy initiatives to its 35,000 individual and 1,200 institutional members. NLN members represent nursing education programs across the spectrum of higher education and health care organizations and agencies.



**National League
for Nursing
www.nln.org**