

2010 Media Planner

Research in GERONTOLOGICAL NURSING

SLACK Advertising/Sales Office

National Account Manager: Kara Datz
Sales Administrator: Ann Marie Randolph-Ferguson

Mindworks Classified/Recruitment Sales Office

Sales Director, Classified/Recruitment Division: Kristy Farrell
Sales Representative: Lori Musumeci

Publishing Office

Chief Operating Officer: John C. Carter
Senior Vice President, Health Care Books and Journals: John Bond
Editorial Director: Jennifer A. Kilpatrick, ELS
Executive Editor: Karen G. Stanwood, ELS
Editor: Kathleen C. Buckwalter, PhD, RN, FAAN
Circulation Director: Lester Robeson, CCCP



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GeroNurseResearch.com

Research in GERONTOLOGICAL NURSING™

OCTOBER 2009 | Volume 2, Number 4

Therapeutic Conversation to Improve Mood in Nursing Home Residents with Alzheimer's Disease

Use of Physical Restraint in Institutional Elderly Care in Finland: Perspectives of Patients and Their Family Members

Person-Environment Interactions Contributing to Nursing Home Resident Falls

SPECIAL FOCUS: RECRUITMENT CHALLENGES

Enrolling Older Adults with Cognitive Impairment in Research: Lessons from a Study of Tai Chi for Osteoarthritis Knee Pain

Use of Lay Educators to Overcome Barriers to Research with Black Older Adults: A Case Study Using an Alzheimer's Disease Center

Ten Commandments of Faith-Based Recruitment

The Costs of Recruiting: Reflections of a Bean Counter

Going the Distance: Overcoming Challenges in Recruitment and Retention of Black and White Women in a Multisite, Longitudinal Study of Predictors of Coronary Heart Disease

GeroNurseResearch.com

SLACK
INCORPORATED

TO ADVERTISE, CONTACT:

Kara Datz

kdatz@slackinc.com

856-848-1000 x549

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2010 for all advertisers.
2. **Rates:**
 - a) Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. The earned rate is determined by the number of insertions. Fractional pages count as single pages and each page of an insert counts as one page.
 - b) **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
 - c) **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	1/2 Page	1/4 Page
1x	\$630	\$440	\$295
4x	\$605	\$435	\$275
8x	\$575	\$410	\$260
12x	\$570	\$405	\$240
24x	\$535	\$380	\$225
36x	\$525	\$370	\$215
48x	\$515	\$360	\$205

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

Charge per color per page or fraction

Standard color	\$550
Matched color	\$750
Metallic color	\$1000
Four color	\$1,500
Four color + PMS	\$2,000
Four color + metallic	\$2,500

4. **Bleed:** No charge
5. **Covers, Positions:**
 - a) **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.
 - b) **Special positions:**
 - Facing table of contents:** Earned b/w rate plus 15%. Color additional.
 - Facing first text:** Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
 - a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units in all SLACK publications to achieve maximum rate frequency.
 - b) **Gerontological Connection Discount:** Sign a 12x contract in the JOURNAL OF GERONTOLOGICAL NURSING and receive 4 free ads (one each quarter) in RESEARCH IN GERONTOLOGICAL NURSING.
 - c) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2010 to receive valuable discounts in 2011. Spend levels achieved in 2010 will determine your SLACK Corporate Discount savings in 2011 based on a total net spend.
 - d) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
 - Gross cost:**
 - 1) Gerontological Connection Discount
 - 2) Less SLACK Corporate Discount
 - 3) Less 15% Agency Discount
 - Equals net cost**
7. **Classified/Recruitment Advertising:** Please contact Lori Musumeci at 856-384-1793 x469 or e-mail lmusumeci@gomindworks.com for information on available opportunities.
8. **Online Advertising:** Please contact Kara Datz at 856-848-1000 x549 or e-mail kdatz@slackinc.com for information on available opportunities.

ISSUANCE AND CLOSING

9. **First Issue:** January 2008
10. **Frequency:** Quarterly
11. **Issue Dates:** January, April, July, October
12. **Mailing Date & Class:** 22nd of month; Periodical Class
13. **Closing and Material Due Dates:**

Issue Date	Ad Closing Date	Material Due Date
January	12/01/2009	12/23/2009
April	3/01/2010	3/26/2010
July	6/01/2010	6/25/2010
October	9/01/2010	9/24/2010

- a) **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.
- b) **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

14. **General Editorial Direction:** RESEARCH IN GERONTOLOGICAL NURSING is a forum for disseminating peer-reviewed, cutting-edge interdisciplinary gerontological nursing research to educators, academicians, clinicians, and policymakers involved with older adults in all health care settings. The Journal offers quantitative, qualitative, methodological, and theoretical research articles, as well as research briefs, featured pilot studies, and themed issues covering the latest information and important changes with the aims of improving the wellness and quality of care of the older adult population. Subscribers can also benefit from our featured Online Advanced Release and read articles before they appear in the print issue.
15. **Average Issue Information:**
 - a) **Average number of articles per issue:** 7
 - b) **Average article length:** 10 pages
 - c) **Editorial departments and features:** Research Briefs, Methodological Corner, Featured Pilot Studies
16. **Origin of Editorial:**
 - a) **Articles or abstracts from meetings or other publications:** No
 - b) **Staff written:** N/A
 - c) **Solicited:** 25%
 - d) **Submitted:** 75%
 - e) **Peer review:** Classic peer review

CIRCULATION

17. **Circulation Distribution:**
 - a) **Paid:** 100%
 - b) **Controlled:** 0%
18. **Demographic Selection Criteria:**
 - a) **Circulation parameters:** Gerontological professionals involved with improving care of older adults.
 - b) **Circulation breakdown:**
 - U.S. & Canada: 96
 - Other international: 7
 - c) **Paid information:**
 - Paid: 103
 - Association members: N/A
 - Subscriptions: 103
 - d) **Subscription rates:** U.S.: \$99/yr; Canada: add 5% tax; outside the U.S.: add \$43/yr
19. **Circulation Verification:**
 - a) **SRDS Sworn Statement:** Filed June 2009
 - b) **Mailing House:** SLACK Incorporated
 - c) **Estimated total circulation for 2010:** 175

GENERAL INFORMATION

20. **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 healthcare profession and subject to Publisher's approval. Non-professional products and service advertisers must submit ad copy two weeks prior to closing date.
21. **New Product Releases:** No
22. **Editorial Research:** Once a year
23. **Ad Format and Placement Policy:**
- a) **Format**
- | | |
|------------------------------|--------------------------|
| 1. between articles <u>X</u> | 3. stacked _____ |
| 2. welled _____ | 4. within articles _____ |
- b) **Are ads rotated?:** Yes
24. **Ad/Edit Information:** 30/70 Ad/Edit Ratio
25. **Value-Added Services:** Bonus distribution
26. **Full-Text Online:** RESEARCH IN GERONTOLOGICAL NURSING offers full-text articles online at its Web site, GeroNurseResearch.com. This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
27. **Reprint Availability:** Yes, contact John Kain 856-848-1000, ext. 238, or e-mail jkain@slackinc.com for pricing.
28. **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.
29. **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 publication, 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.
30. **Competitor Information:** RESEARCH IN GERONTOLOGICAL NURSING does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
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 black type in ALL CAPS at the top of the ad.
32. **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 AND BRC INFORMATION

33. **Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
34. **Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.
35. **Insert Sizes and Specifications:**

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are accepted at the Publisher's discretion. Inserts are jogged to head.

36. **Trimming:** Ship folded. Supply size: 8 3/8" x 11 1/8". Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/4" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".
37. **BRCs:**
- a) **Pricing:** Contact your sales representative for pricing.
- 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# bulk or higher.
38. **Quantity:** Full run – 1,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
39. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

40. **Available Advertising Unit Sizes:**

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page	7" x	9 1/8"	8 3/8" x	11 1/8"
1/2 Page (Vertical)	3 1/4" x	9 1/8"	3 1/2" x	11 1/8"
1/2 Page (Horizontal)	7" x	4 3/4"	8 3/8" x	5 1/2"
1/4 Page	3 1/4" x	4 3/4"		

Trim size of Journal: 8 1/8" x 10 7/8"
To view thumbnails of ad specs, visit slackinc.com/digitalads.
For spread ads, keep content (images/text) 1/4" in on each side of the gutter.

41. **Paper Stock:**
- a) **Inside pages:** 70# Gloss
- b) **Covers:** 100# Gloss
42. **Type of Binding:** Perfect bound
43. **Digital Ad Requirements:** For specifications, go to slackinc.com/digitalads.
- 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.
- Media:** CDs and DVDs. **Ads will not be accepted via e-mail.**
44. **Disposition of Materials:** Digital files will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

45. **Send insertion orders to:**
- Product Sales**
Kara Datz, National Account Manager
kdatz@slackinc.com
856-848-1000 x549
- Classified/Recruitment Sales**
Lori Musumeci
lmusumeci@gomindworks.com
856-384-1793 x469
RESEARCH IN GERONTOLOGICAL NURSING
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447
46. **Send digital ad files and sample inserts to:**
- Ann Marie Randolph-Ferguson
RESEARCH IN GERONTOLOGICAL NURSING
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000 x263
- Send inserts to:**
Greg Zweigle
RESEARCH IN GERONTOLOGICAL NURSING
George H. Buchanan Printing
2 Mallard Court
Bridgeport, NJ 08014

Research in GERONTOLOGICAL NURSING



RESEARCH IN GERONTOLOGICAL NURSING is a forum for disseminating peer-reviewed, cutting-edge interdisciplinary gerontological nursing research to educators, academicians, clinicians, and policymakers involved with older adults in all health care settings.

The Journal offers quantitative, qualitative, methodological, and theoretical research articles, as well as research briefs and featured pilot studies. Themed issues cover the latest information and important changes with the aims of improving the wellness and quality of care of the older adult population.

Make your message stand out with these unique advertising opportunities:

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

Put your message in the hands of **high-interest paid subscribers**

With 100% paid circulation, your message will be seen by high-interest readers — offering an efficient and effective way to communicate to your target audience.

Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings:

**900
attendees**

American Psychiatric Nurses Association, to be held October 13-16, 2010 in Louisville, KY — July issue

**2,000
attendees**

National League for Nursing Education Summit, to be held September 29-October 2, 2010 in Las Vegas, NV — July issue

**3,500
attendees**

Gerontological Society of America, to be held November 19-23, 2010 in New Orleans, LA — October issue

Receive 4 free ads with the Gerontological Connection Discount

Sign a 12x contract in the JOURNAL OF GERONTOLOGICAL NURSING (more than 3,000 paid subscribers) and receive 4 free ads, one in each issue of RESEARCH IN GERONTOLOGICAL NURSING.

Online Advertising

Save \$500

Combine a website and e-contents sponsorship opportunity in the same month for \$1,500 total.

Individual sponsorship opportunities are \$1,000 each.



Website Advertising

- Exclusive topic sponsorships
- Run-of-site sponsorships
- Microsite sponsorships
- Podcast sponsorships



e-contents

Get even more exposure when you advertise in the monthly RESEARCH IN GERONTOLOGICAL NURSING e-mail. Nearly 1,400 registered subscribers receive free e-mail alerts with links to new full-text articles.



NursePath.com

NursePath.com is the quickest way for your company to gain online exposure to nurses looking for new career opportunities.

Free online exposure for all advertisers

Print or online advertisers can post a product press release, picture and link on the new "Product News" section of GeroNurseResearch.com.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.