

Rates and Specifications

Journal of Neuroscience Nursing, 2008

Space	1 time	3 times	6 times
1 page	\$925	\$820	\$750
1/2 page	\$630	\$585	\$525
1/4 page	\$465	\$410	\$370

Combined Frequency Discount with Synapse newsletter.

Mechanical Requirements

1 page	7" x 10"
1/2 page (h)	7" x 4 3/4"
1/2 page (v)	3 3/8" x 9 5/8"
1/4 page	3 3/8" x 4 3/4"
Trim size	8 1/2" x 11"
Bleed size	8 3/4" x 11 1/4"
Live area	7" x 10"

Color Rates

Four-color process \$950 extra per page

Bleed no charge

Covers* (includes 4-color process)	1 time	6 times
Back cover	\$2,600	\$2,500
Inside front cover	\$2,300	\$2,100
Inside back cover	\$2,100	\$1,950

*Covers are sold on a 6-times contract basis or as a 1-time opportunity.

Closing Dates, 2008

JNN Issue	Issue Date	Reservations	Materials
February	Jan 26	Nov 29	Dec 8
April	March 26	Jan 25	Feb 6
June	May 25	March 27	April 6
Aug	July 25	May 25	June 6
Oct	Sept 24	July 25	Aug 8
Dec	Nov 26	Sept. 25	Oct 5
Feb 2009	Jan 25	Nov 15	Nov 29

No cancellations will be accepted after space reservations close.

Inserts

2-page—3 times earned black-and-white rate
4-page—5 times earned black-and-white rate

Preferred Positions

Add 10% to cost of space. The publisher reserves the right to determine what position can be reserved.

Agency Commission 15% for accounts paid within 30 days; does not apply to classified advertising.

Cash Discount 2% within 10 days

Terms

Invoices are due net within 30 days, with 11/2% per month added to account balance after 30 days. No discounts or agency commission will be given on a new billing if a previous balance is unpaid over 50 days.

Short Rates and Rebates

Rates are earned by the total number of insertions used within 1 year of the first insertion. Advertisers will be short rated if within a 12-month period from the date of the first insertion they do not use the amount of space on which their billings have been based. Advertisers will be given a rebate if within a 12-month period from the first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Rate Protection Policy

When new rates are announced, advertisers will be protected at their contract rates for 90 days after the effective date of the new rate.

Synapse E-News, 2008

Sponsorship Rates

- One Issue = \$2500
- Half Year (3 issues) = \$7,000
- Full Year (6 issues) = \$12,000

Synapse E-News is emailed directly to more than 5,000 recipients/members and is posted on the AANN website, which is open to members and non-members. Advertising in Synapse E-News includes posting of the sponsor logo and is hyper-linked to every page in the actual email newsletter, not sent as an attachment or link. Past issues of Synapse E-News are posted on the AANN Web site. Each issue will have only one sponsor.

Ad Requirements

Logos should be no larger than 250px wide and tall depending on your preferences. They need to be 72dpi or 72px resolution. They **must** be a .jpg, .jpeg or .gif file. Written descriptions are limited to 50 words.

Banner ads must be horizontal and no larger than 500px wide.

Submitting Materials

Reproduction Requirements

Electronic Art: EPS file with fonts converted to outlines; TIFF file at 1200 ppi resolution; PDF created on a Macintosh computer with fonts and images embedded.

Film: 133 line screen; film negatives, right reading, emulsion side down; proof required at 100% of ad size (color proof for 4-color ads).

Camera-Ready Artwork: 133 line screen if there are halftones; black and white ads only.

Typesetting The publisher offers typesetting and layout services for advertisements. Advertisements requiring preparation must be received 10 days prior to the closing date with copy and reproduction-quality logo. A minimum rate of \$75 will be charged for typesetting and layout services.

Disposition of Reproduction Materials

Reproduction materials will be held for 1 year from the date of the last insertion and then destroyed.

Mailing and Shipping

Send contracts, insertion orders, and printing materials to

Jeff McCollian
Journal of Neuroscience Nursing/Synapse e-News
4700 W. Lake Avenue
Glenview, IL 60025-1485
847/375-4803 * Fax 847/375-6456
E-mail jmccollian@connect2amc.com

AANN Job Mart Internet Posting

Reach your target audience as quickly as possible. Advertise your position on the AANN Web site, www.aann.org for guaranteed exposure to neuroscience nurses.

Job Mart Posting \$385

Copy may be up to 300 words and will be posted for 2 months.

Job Mart Posting and Journal of Neuroscience Nursing Package \$750 Synapse Package \$550

Package includes one 1/4-page black/white recruitment ad in the next available issue, plus a 2-month posting on the AANN Web page.

Rates are non-commissionable.

To submit a job posting, e-mail copy to kvanderheyden@connect2amc.com