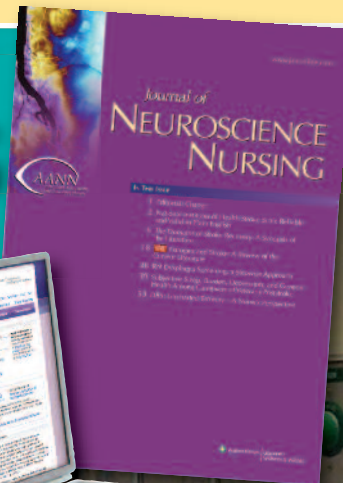


Journal of NEUROSCIENCE NURSING

Official Journal of the American Association of Neuroscience Nurses



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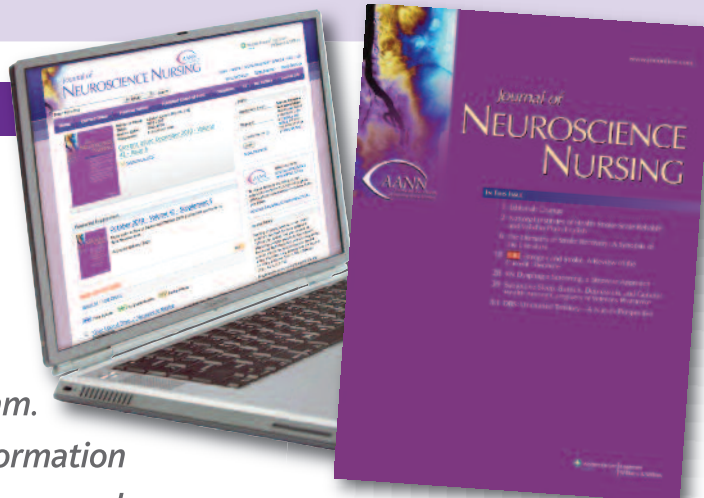
Lippincott
Williams & Wilkins

PRINT AND ONLINE | A VITAL RESOURCE FOR ADVANCES IN NEURO NURSING CARE AND RESEARCH

EDITORIAL FOCUS

Journal of Neuroscience Nursing (JNN) contains original articles on advances in neurosurgical and neurological techniques as they affect nursing care, theory and research, as well as commentary on the roles of the neuroscience nurse in the health care team.

JNN provides peer-reviewed and evidence based information that is applicable to professionals working in clinical, research, administrative and educational settings.



JOURNAL FACTS

Established: 1968.

Organizational Affiliation: Official Journal of the American Association of Neuroscience Nurses.

Market: Neuroscience Nurses, Critical Care Nurses, Advanced Practice Nurses, Medical Surgical Nurses, and Educators.

Issuance: Bimonthly. January/February, March/April, May/June, July/August, September/October, November/December.

Circulation: 5,833. 12 month average, June 2010.

BONUS DISTRIBUTION

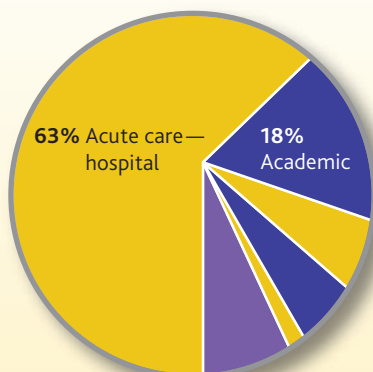
- American Association of Neuroscience Nurses (AANN), March 19-22, Kansas City, MO (January/February, March/April issues)
- Association of periOperative Registered Nurses (AORN), March 19-24, Philadelphia, PA (January/February issue)
- American Association of Critical-Care Nurses/National Teaching Institute, May 3-5, Chicago, IL (March/April issue)

READER PROFILE*

Area of Specialization

Neurosurgery	56%
Stroke	48%
Neurotrauma	31%
Spine	24%
Epilepsy	21%
Neuromuscular	14%
Movement Disorders	13%
Neuro-oncology	11%
Pediatrics	6%
Other	20%

Practice Setting



On average, JNN readers

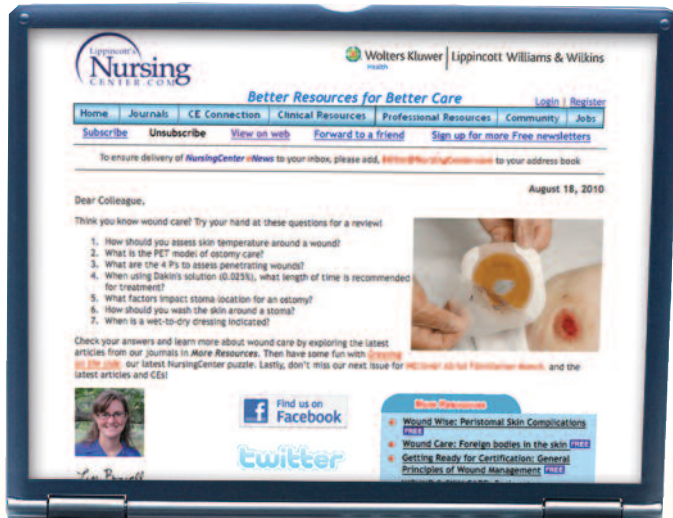
Discuss things they have read in JNN with patients	73%
Discuss things they have read in JNN with HCPs	95%
Approve/authorize purchases for their organization	10%
Recommend purchases for their organization	40%
Select/specify products/services for their organization	17%
Evaluate brands or suppliers for their organization	36%

* Source: LWW study, 2009

2011 ONLINE ADVERTISING & SPONSORSHIP OPPORTUNITIES

Journal of NEUROSCIENCE NURSING

NursingCenter.com eNews



NursingCenter.com eNews sponsorships place you front and center with today's professional nurses. Visibility in this content-rich monthly e-newsletter allows you to speak directly to 160,200 subscribers.

2011 SPONSORSHIP RATES

(All rates net)

Top Sponsor (graphic or text)	\$3,185
Medium Rectangle	2,740
Featured Product/Employer	1,820
Sponsored Link	640



Custom e-newsletters

Developed for and sent to your target demographic under an existing branded e-newsletter. Includes our editorial content and yours, as well as your graphic or text ads. Geographic selections by state are available.

2011 SPONSORSHIP RATES

\$0.60/address net

Minimum buy of \$3,000 net
(includes up to 5,000 e-mail addresses)

NursingCenter.com eNotes

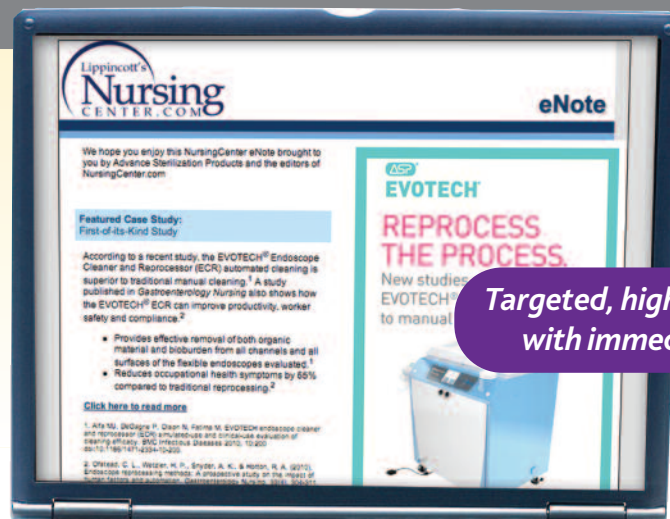
Package your ad message with a free clinical article sent to your target audience under the NursingCenter.com eNotes header. eNote sponsorship includes a clickable text ad and banner ad.

2011 SPONSORSHIP RATES

\$0.60/address net

Minimum buy of \$1,500 net
(includes up to 2,500 e-mail addresses)

Additional \$200 net: Advertiser's banner ad appears on the free article page



Targeted, high-value e-mails
with immediate impact

Web Site Banners

With only 2 ads per page, our larger-sized banners are highly visible. Budget-friendly impression-based rates, starting at \$40 CPM, offer flexible targeting.

Lippincott's Nursing Network, with more than 775,000 visits and 2.6 million impressions per month, provides opportunities for targeting according to your needs. Advertise across this network of more than 50 professional nursing sites, narrow your focus to a specific grouping of sites like the acute care specialty channel, or choose an individual site, such as JNNOnline.com or NursingCenter.com.

JNNOnline.com and all network sites offer a new, more personalized online interface that combines journal content and various media to enable innovative collaboration and sharing among nursing professionals.

NursingCenter.com, a gateway to all the journal sites in Lippincott's Nursing Network, is known by nurses as a center for peer-reviewed content and continuing education.



Contact your sales representative for recruitment banner ad rates

2011 ADVERTISING RATES (Minimum ad buy: \$1,125 net)

	Full Run	Geotargeting
Run of Network (NursingCenter.com and all nursing channels)	\$40 net CPM	\$50 net CPM
Run of Channel (Acute Care)	\$50 net CPM	\$60 net CPM
Run of Site (JNNOnline.com)	\$55 net CPM	\$70 net CPM

Online Job Site

NursingJobsPlus.com is the premier online destination for nursing job seekers and recruiters. Accessible from over 50 nursing journal Websites, this easy-to-use site features:

- Job postings packages and posting with print discount
- Visibility enhancements such as featured job widgets, featured employer, and spotlight ads
- User-friendly reporting tools that provide real-time ad results and help you manage the recruiting process easily and effectively
- A proof of performance guarantee that ensures you will find the applicants you've been searching for.

Powered by Lippincott's Nursing Network of more than 50 professional nursing sites, NursingJobsPlus provides access to career-minded professionals who are actively engaged in continuing education and clinical research.



NursingJobsPlus
Lippincott Williams & Wilkins
The Health Career Authority

Lead Generation and Branding Programs

Extend your reach to top candidates with targeted online outreach with these customizable programs:

- Learning Center
- Virtual Open House & Clinical Workshops

- Lead Generation Sponsorship Programs
- Webcast Program
- Online Nursing Conferences

Contact your Advertising Representative for more information.

2011 PRINT ADVERTISING RATES & SPECIFICATIONS

Earned page rate is determined by the number of insertions per calendar year. Space purchased by parent company and subsidiaries are combined.

BLACK & WHITE: *(All rates gross)*

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$1,175	\$940	\$830	\$590	\$435
3x	1,120	895	785	560	415
6x	1,065	850	740	525	395
12x	995	805	700	495	370

COLOR:

Premium over earned B/W page rate.

Standard: \$420 Matched: \$525 Three/Four: \$1,275

Per page or fraction of page.

SPECIAL POSITIONS:

Premium over earned B&W page rate.

Back Cover: 50%

Covers 2 & 3: 25%

Opposite Table of Contents: 25%

TYPESETTING CHARGES:

Full Page: \$125

Half-Page or less: \$85

CORPORATE DISCOUNT PROGRAM:

Wolters Kluwer Health | Lippincott Williams & Wilkins is pleased to offer a Corporate Discount program based on prior year print and online advertising spend with LWW journals. Discount structure and spending levels are as follows:

Prior Year Spending Level	Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000	7.0%

This discount is guaranteed for the calendar year and will be deducted from the gross for each invoice.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to the approval of the Publisher.

PLACEMENT POLICY:

Interspersed and appears on covers.

BLEED: No charge.

AGENCY COMMISSION:

15% of gross to accredited agencies.

No commission on classified ads or production costs.

SPECIAL SALES OPPORTUNITIES:

Contact your Advertising Representative for more information on journal extras, stand alone products, and more.

Closing Dates for Space and Materials

Issue	Reservations and Cancellations	Materials Due
Jan/Feb	12/28/10	1/4/11
March/April	2/15/11	2/22/11
May/June	4/27/11	5/3/11
July/August	6/28/11	7/5/11
Sept/Oct	8/30/11	9/6/11
Nov/Dec	10/26/11	11/1/11

File Requirements

Ad Size	Width	Height
Full Page	6-7/8"	9-7/8"
2/3 Page	4-1/2"	9-7/8"
1/2 Page (Vertical)	3-3/8"	9-7/8"
1/2 Page (Horizontal)	6-7/8"	4-7/8"
1/3 Page (Vertical)	2-1/4"	9-7/8"
1/3 Page (Horizontal)	4-1/2"	4-7/8"
1/4 Page	3-3/8"	4-7/8"

BLEED DIMENSIONS:

Full Page: 8" x 11"; Spread: 15-3/4" x 11".

Safety allowance for live matter: 1/2" from trim.

TRIM SIZE: 7-3/4" x 10-3/4"

HALFTONE:

133 preferred; 150 maximum.

BINDING: Saddle-stitched.

MATERIAL SUBMISSION:

Digital ads required. Press-ready PDFs preferred. When sending in this format, please embed all fonts and subset at 100%. CDs accepted on a case-by-case basis, please contact your Advertising Coordinator to confirm. Ad materials submitted for 4/C must be saved as CMYK. PMS and RGB colors will be converted to CMYK. All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hard copy proof. Submit electronically (FTP or e-mail acceptable/e-mailed files should be no larger than 5MB), Mac or PC format. Files must be PDF (preferred), TIFF, or EPS format, high resolution at a minimum of 300 dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts. E-mail ads to: valerie.mccarthy@wolterskluwer.com.

PROOFS: Required for all methods of ad submission (including e-mail). Supply a printer quality color proof that matches the supplied digital ad at 100% size. Standard Web Offset Printing (SWOP) Press proof or SWOP Off-Press Proof (Kodak Approval or equivalent) is required for color guidance on press. If a color proof is not supplied, Wolters Kluwer Health | Lippincott Williams & Wilkins will print to SWOP standards. Wolters Kluwer Health | Lippincott Williams & Wilkins assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

FTP INFO:

Host: <ftp.lww.com>
User ID: [adprod](#)
Password: [ad\\$FILES](#) (case sensitive)

Once file is uploaded, e-mail file name to Diane Shapiro at diane.shapiro@wolterskluwer.com. For both FTP and e-mail, please specify advertiser's name, issue date, colors, and ad size.

Inserts

AVAILABILITY: Two to twelve pages. All inserts including BRCs and gatefolds must be approved in advance.

ACCEPTANCE: AMP insert guidelines. Sample of insert must be submitted to Advertising Sales Office for approval.

RATES:

Two-page insert: 2x earned b/w page rate.
Four-page insert: 4x earned b/w page rate.
Larger units, gatefolds, and BRCs: Consult Advertising Representative. Inserts contribute toward frequency discounts.

INSERT REQUIREMENTS:

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding. Consult Advertising Coordinator for insert size and quantity. Inserts contribute toward frequency discounts.

INSERT SHIPPING

INSTRUCTIONS: Carton packaging preferred. Publication, quantity and date must be clearly indicated. Consult Advertising Coordinator for shipping instructions.

DISPOSITION OF

INSERTS/SAMPLES: Material will be held for one year from date of last insertion and then destroyed unless specifically instructed otherwise.

Addresses

ADVERTISEMENT INSERTION ORDERS AND MATERIALS:

Wolters Kluwer Health |
Lippincott Williams & Wilkins
Journal of Neuroscience Nursing (Issue Date)
323 Norristown Road, Suite 200
Ambler, PA 19002
Attn: Diane Shapiro
Phone: 215-628-6538; Fax: 215-689-4921
E-mail: diane.shapiro@wolterskluwer.com

INSERTS:

Consult Advertising Coordinator.

ONLINE SPECIFICATIONS

NursingCenter.com eNews

Top Sponsor (graphic alternative):
468x60 pixels, Max Image File Size: 40k

Top Sponsor (text alternative):
120x60 pixel image, plus 400 characters text, including headline*
Max Image File Size: 5k

Medium Rectangle: 300x250 pixels
Max Image File Size: 40k

Featured Product/Employer:
120x60 pixel image, plus 300 characters, including headline*
Max Image File Size: 5k

Sponsored Link: Up to 40-character headline, plus 80 characters additional text*

FORMATS: JPG, GIF, animation acceptable. Iframes and Javascripting are not allowed. Maximum animation link: 15 seconds.

NursingCenter.com eNotes

Banner Ad: 330x500 pixels
Max Image File Size: 50k

Text Ad: 120x60 pixel image, plus up to 600 characters text, including headline*
Max Image File Size: 5k

FORMATS: JPG, GIF, animation acceptable. Iframes and Javascripting are not allowed. Maximum animation link: 15 seconds.

Web Site Banners

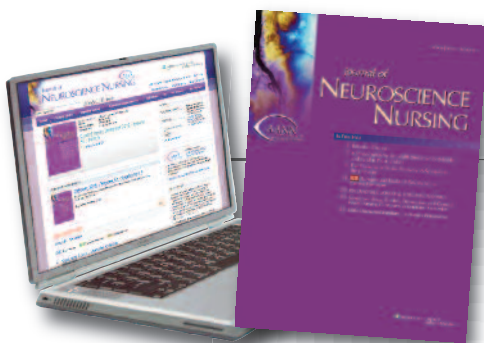
Leaderboard: 728x90 pixels

Medium Rectangle: 300x250 pixels

Max Image File Size: 40k

FORMATS: GIF, JPG, HTML, Flash, animation acceptable

*Spaces count as characters.



Maximize your marketing dollars with the leading nursing market publisher

With over 100 years of nursing market publishing experience, Lippincott Williams & Wilkins has the know-how and expertise to help you connect to highly-valued prospects.