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AWHONN Journal Media Opportunities

The Journal of Obstetric, Gynecologic & Neonatal Nursing

Print Circulation

16,678

Monthly Pageviews

64,349

Monthly Visits

26,657

Monthly Unique Visitors

20,349

Total eTOC Email Sends

23,417

Nursing for Women’s Health

Print Circulation

16,820

Monthly Pageviews

21,260

Monthly Visits

8,935

Monthly Unique Visitors

7,220

Total eTOC Email Sends

22,188
Society Overview

About AWHONN Members *(Among all members)*

Practice in Hospitals 84%

Have a Bachelor's Degree or Higher 78%

Prescribe/Counsel or Recommend Medication 48%

Primary Clinical Focus *(Among all members)*

Perinatal 82%

Women's Health 9%

Neonatal 6%

High Risk 3%

Majority of Time Spent *(Among all members)*

Direct Patient Care 54%

Developmental and Education 29%

Supervision and Administration 17%

AWHONN members are the voice for perinatal, women’s health and neonatal nursing, 66% of which influence purchase decisions

Total Society Membership 24,719

Society members that receive JOGNN and NWH in print 18,141

All society members have access to JOGNN and NWH online.

Contact AWHONN:

Carolyn Davis Cockey, MLS, LCCE
Director of Publications

Tel: 877-377-5326
Email: carolyndc@awhonn.org

Our Mission:

The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) is a 501(c)3 nonprofit membership organization that promotes the health of women and newborns. Our mission is to improve and promote the health of women and newborns and to strengthen the nursing profession through the delivery of superior advocacy, research, education and other professional and clinical resources to nurses and other health care professionals.

*AWHONN Membership Self-Reported Data, 2018*
**Reader Demographics**

**Highest Academic Degree**
- BS/BSN: 47%
- MS/MN: 30%
- Diploma/Associate: 14%
- Other: 1%
- DNP: 2%
- PhD: 4%
- No Answer: 2%

**Age**
- 60-69: 33%
- 50-59: 28%
- 40-49: 14%
- 30-39: 11%
- 20-29: 7%
- 70 or Older: 5%
- No Answer: 2%

*JOGNN Readex Readership Study, 2018*
Practice Location

JOGNN Readers work in the following practice settings:

- Hospital (Inpatient)
- Hospital (Outpatient)
- Clinic/Ambulatory Care
- Birthing Center
- Public Health
- Other

Clinical Focus

The primary clinical focus for JOGNN readers includes the following:

- Intrapartum
- Mother/Baby
- Antepartum
- Post Partum
- Neonatal Intensive Care/Immediate Nursery
- Breastfeeding/Lactation
- Gynecology
- Well Baby Nursery

*JOGNN Readex Readership Study, 2018
## Practice Roles and Functions Performed

### Regular Part of Practice

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfeeding</td>
<td>81%</td>
</tr>
<tr>
<td>Maternal Assessment</td>
<td>81%</td>
</tr>
<tr>
<td>Fetal Heart Monitoring</td>
<td>76%</td>
</tr>
<tr>
<td>Obstetric Patient Safety</td>
<td>70%</td>
</tr>
<tr>
<td>Postpartum Mother/Baby Care</td>
<td>64%</td>
</tr>
<tr>
<td>Maternal/Fetal Triage</td>
<td>63%</td>
</tr>
<tr>
<td>Labor Support</td>
<td>62%</td>
</tr>
<tr>
<td>Diabetes/Gestational Diabetes</td>
<td>61%</td>
</tr>
<tr>
<td>Medication Management</td>
<td>61%</td>
</tr>
<tr>
<td>Labor Induction</td>
<td>59%</td>
</tr>
<tr>
<td>Labor Augmentation</td>
<td>59%</td>
</tr>
<tr>
<td>Perinatal Care</td>
<td>59%</td>
</tr>
<tr>
<td>Cesarean Surgery Recovery</td>
<td>58%</td>
</tr>
<tr>
<td>Cesarean Surgery/OB OR</td>
<td>57%</td>
</tr>
<tr>
<td>Cervical Ripening</td>
<td>54%</td>
</tr>
<tr>
<td>Obstetric High-risk/Critical Care</td>
<td>53%</td>
</tr>
</tbody>
</table>

### Additional Roles

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newborn Assessment, Complications</td>
<td>50%</td>
</tr>
<tr>
<td>Neonatal Care</td>
<td>45%</td>
</tr>
<tr>
<td>Newborn Screening</td>
<td>42%</td>
</tr>
<tr>
<td>Neonatal Abstinence Scoring</td>
<td>35%</td>
</tr>
<tr>
<td>Nutrition</td>
<td>35%</td>
</tr>
<tr>
<td>Newborn Skin Care</td>
<td>33%</td>
</tr>
<tr>
<td>Prenatal Care</td>
<td>29%</td>
</tr>
<tr>
<td>Over-the-counter Medications</td>
<td>28%</td>
</tr>
<tr>
<td>Pharmacology</td>
<td>28%</td>
</tr>
<tr>
<td>Women's Health (Lifespan)</td>
<td>24%</td>
</tr>
<tr>
<td>Maternal Skin Care</td>
<td>19%</td>
</tr>
<tr>
<td>Cardiovascular Disease</td>
<td>16%</td>
</tr>
<tr>
<td>Neonatal High-risk/Critical Care</td>
<td>10%</td>
</tr>
<tr>
<td>Neonatal Intensive Care</td>
<td>9%</td>
</tr>
<tr>
<td>Preconception Care</td>
<td>8%</td>
</tr>
<tr>
<td>Fertility/Infertility</td>
<td>5%</td>
</tr>
</tbody>
</table>

*JOGNN Readex Readership Study, 2018*
Prescriptive Authority and Medication/Product Recommendations

1. Counsel/Educate Patients On Use of Medications and/or OTC Products: 68%
2. Recommend Medication and/or OTC Products: 25%
3. Have Prescriptive Authority: 10%

Drugs Ordered/Recommended by Category

1. Analgesics, Antipyretics: 35%
2. Nausea, Vomiting: 31%
3. Vitamins: 30%
4. Vaccines: 28%
5. Prenatal Nutrition, Including Vitamins: 27%
6. Labor Pain: 23%
7. Antibiotics: 20%
8. Anemia: 18%
9. Antiemetics: 18%
10. Hypertension: 18%
11. Gestational Diabetes: 17%
12. Labor Induction: 17%

*JOGNN Readex Readership Study, 2018
## Script Writing (continued)

### Drugs Ordered/Recommended by Category (continued)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cervical Ripening</td>
<td>17%</td>
</tr>
<tr>
<td>Tocolytics</td>
<td>17%</td>
</tr>
<tr>
<td>Ulterotonics for Bleeding/Hemorrhage</td>
<td>13%</td>
</tr>
<tr>
<td>Gastrointestinal Distress</td>
<td>11%</td>
</tr>
<tr>
<td>Antidepressants</td>
<td>10%</td>
</tr>
<tr>
<td>Antifungals</td>
<td>10%</td>
</tr>
<tr>
<td>Isoimmunization Prevention</td>
<td>10%</td>
</tr>
<tr>
<td>Weight Management</td>
<td>10%</td>
</tr>
<tr>
<td>Asthma</td>
<td>9%</td>
</tr>
<tr>
<td>Edema</td>
<td>9%</td>
</tr>
<tr>
<td>Common Acute Illnesses</td>
<td>8%</td>
</tr>
<tr>
<td>Hormones, Hormone Replacement</td>
<td>8%</td>
</tr>
<tr>
<td>Osteoporosis Prevention</td>
<td>8%</td>
</tr>
<tr>
<td>Anticoagulants</td>
<td>7%</td>
</tr>
<tr>
<td>Opioid Agonist Pharmacotherapy</td>
<td>5%</td>
</tr>
<tr>
<td>Chronic Illnesses</td>
<td>4%</td>
</tr>
<tr>
<td>Psychiatric/Mood Disorders</td>
<td>4%</td>
</tr>
<tr>
<td>Endometriosis</td>
<td>3%</td>
</tr>
<tr>
<td>Infertility</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Amoebicides</td>
<td>2%</td>
</tr>
<tr>
<td>Anthelmentics</td>
<td>2%</td>
</tr>
<tr>
<td>Epilepsy</td>
<td>2%</td>
</tr>
</tbody>
</table>

*JOGNN Readex Readership Study, 2018*
Comparative Readership & Value

**Journal Readership: Frequently or Sometimes**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Readership</th>
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</thead>
<tbody>
<tr>
<td>JOGNN</td>
<td>89%</td>
</tr>
<tr>
<td>Nursing for Women’s Health</td>
<td>71%</td>
</tr>
<tr>
<td>MCN: The American Journal of Maternal-Child Nursing</td>
<td>37%</td>
</tr>
<tr>
<td>Journal of Perinatal and Neonatal Nursing</td>
<td>24%</td>
</tr>
<tr>
<td>Advances in Neonatal Care</td>
<td>19%</td>
</tr>
<tr>
<td>Birth: Issues in Neonatal Care</td>
<td>17%</td>
</tr>
<tr>
<td>Journal of Midwifery and Women’s Health</td>
<td>15%</td>
</tr>
<tr>
<td>Neonatal Network</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Journal as a Resource in Work**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOGNN</td>
<td>83%</td>
</tr>
<tr>
<td>Nursing for Women’s Health</td>
<td>67%</td>
</tr>
<tr>
<td>MCN: The American Journal of Maternal-Child Nursing</td>
<td>43%</td>
</tr>
<tr>
<td>Journal of Perinatal and Neonatal Nursing</td>
<td>26%</td>
</tr>
<tr>
<td>Advances in Neonatal Care</td>
<td>23%</td>
</tr>
<tr>
<td>Birth: Issues in Neonatal Care</td>
<td>23%</td>
</tr>
<tr>
<td>Journal of Midwifery and Women’s Health</td>
<td>21%</td>
</tr>
<tr>
<td>Neonatal Network</td>
<td>16%</td>
</tr>
</tbody>
</table>

*JOGNN Readex Readership Study, 2018*
AWHONN Journals Media Opportunities

Advertise to all AWHONN members each month with a combined schedule in both journals.

**JOGNN**

- **Print Circulation**
  - 16,678
  - Published 6x/year on odd months

- **Website Monthly Visits**
  - 26,657

- **Total eTOC Email Sends**
  - 23,917

**NWH**

- **Print Circulation**
  - 16,820
  - Published 6x/year on even months

- **Website Monthly Visits**
  - 8,935

- **Total eTOC Email Sends**
  - 22,188

- Combined frequency discounts available for print advertisers running in both journals. Banner ads on journal websites sold on an impression basis. Banner ads on journal eTOCs sold on a banner/eTOC. Banner ads on AWHONN journal mobile app sold on a monthly flat rate basis.
- Additional discounts available to AWHONN Industry Members (AIM).
- Contact your sales representative for details.
The Journal of Obstetric, Gynecologic & Neonatal Nursing

Editorial Direction
JOGNN is a premier resource for healthcare professionals committed to clinical scholarship that advances the health care of women and newborns. With a focus on nursing practice, JOGNN addresses the latest research, practice issues, policies, opinions, and trends in the care of women, childbearing families, and newborns.

This peer-reviewed scientific and technical journal is highly respected for groundbreaking articles on important issues. Articles published in JOGNN emphasize research evidence and clinical practice and build science and clinical applications. The Editor seeks clinical, policy, and research manuscripts on the evidence that supports current best practice and developing or emerging practice trends. A balance of quantitative and qualitative research with an emphasis on biobehavioral outcome studies and intervention trials is desired. Manuscripts are welcomed on all subjects focused on the care of women, childbearing families, and newborns.

Established
1972

Editor-in-Chief
Nancy K. Lowe, RN, CNM, PhD, FACNM, FAAN

Publisher
Mercedes Simoncelli

Society
The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)

Impact Factor
1.261*

Issuance
6 times per year

Website
www.jognn.org

App

*Journal Citation Reports 2016
JOGNN Circulation & Readership

Pass-along Readers*

TOTAL POTENTIAL REACH = 31,820

Pass-along Readers: 14,142
Circulation: 17,678

JOGNN Readership

- 98% of recipients read JOGNN on a regular basis.

JOGNN is highly valued by its readers.
Percentage of readers who agree that JOGNN:
- Is relevant to patient care:................................. 92%
- Keeps me abreast of the latest research and scholarship:.......... 92%
- Publishes articles important to my professional work:............. 90%
- Publishes articles that I share with colleagues and others:........ 73%
- Is the most important journal in my field:.......................... 73%

Method of Reading/Accessing JOGNN

Print: 98%
Email Contents Alerts: 59%
Online: 36%
Social Media Links (e.g., Facebook): 34%
AWHONN Journals App: 17%

*JOGNN Readex Readership Study, 2018
EDITORIAL OVERVIEW

Nursing for Women’s Health

Editorial Direction
Nursing for Women’s Health aims to educate, guide and report on evidence, trends and news related to women’s health across the lifespan (including but not limited to the reproductive period) and obstetric and neonatal nursing. The tone is practical, while upholding high standards for evidence-based, scholarly content.

Nursing for Women’s Health publishes a variety of manuscript types and topics, including:
- Original research with a clinical focus
- Review articles
- Quality improvement projects
- Practice innovations and trends
- Case studies
- Management of individual patients and patient populations
- Public health and health promotion
- Diseases and conditions
- Ethical and legal trends
- Health care policy, legislative or advocacy articles
- Commentaries
- Personal essays
- Letters to the editor

Established
1997

Editor-in-Chief
Mary C. Brucker, PhD, CNM, FACNM, FAAN

Publisher
Mercedes Simoncelli

Society
The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)

Issuance
6 times per year

Website
www.nwhjournal.org

App

BACK TO CONTENTS
Print Rates & Closing Dates

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
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<tbody>
<tr>
<td>1x</td>
<td>$4,200</td>
<td>$2,605</td>
<td>$1,720</td>
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<tr>
<td>3x</td>
<td>$4,045</td>
<td>$2,495</td>
<td>$1,615</td>
</tr>
<tr>
<td>6x</td>
<td>$3,930</td>
<td>$2,435</td>
<td>$1,545</td>
</tr>
<tr>
<td>12x</td>
<td>$3,795</td>
<td>$2,350</td>
<td>$1,410</td>
</tr>
<tr>
<td>24x</td>
<td>$3,650</td>
<td>$2,330</td>
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</tr>
<tr>
<td>36x</td>
<td>$3,545</td>
<td>$2,180</td>
<td>-</td>
</tr>
</tbody>
</table>

Color Rates

- 4 Color: $2,520

Cover Tips
- $8,500 Net

Outserts
- $9,000 Net

Premium Positions

- Advertising Discount: 10% agency discount for print and digital
- Cover 4: 50% B/W page rate
- Cover 2: 35% B/W page rate
- Cover 3: 25% B/W page rate
- Opposite TOC: 25% B/W page rate
- First Right Hand Page: 25% B/W page rate
- Other Preferred Positions: 10% B/W page rate

Closing Dates

**The Journal of Obstetric, Gynecologic & Neonatal Nursing**

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1/12/19</td>
<td>1/17/19</td>
<td>1/27/19</td>
</tr>
<tr>
<td>March</td>
<td>2/14/19</td>
<td>2/20/19</td>
<td>2/28/19</td>
</tr>
<tr>
<td>May</td>
<td>4/16/19</td>
<td>4/19/19</td>
<td>4/29/19</td>
</tr>
<tr>
<td>July</td>
<td>6/13/19</td>
<td>6/18/19</td>
<td>6/26/19</td>
</tr>
<tr>
<td>September</td>
<td>8/16/19</td>
<td>8/21/19</td>
<td>8/29/19</td>
</tr>
<tr>
<td>November</td>
<td>10/18/19</td>
<td>10/23/19</td>
<td>10/31/19</td>
</tr>
</tbody>
</table>

**Nursing for Women’s Health**

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/09/19</td>
<td>1/15/19</td>
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<td>April</td>
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<td>3/18/19</td>
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<td>June</td>
<td>5/10/19</td>
<td>5/15/19</td>
<td>5/23/19</td>
</tr>
<tr>
<td>August</td>
<td>7/12/19</td>
<td>7/17/19</td>
<td>7/25/19</td>
</tr>
<tr>
<td>October</td>
<td>9/09/19</td>
<td>9/12/19</td>
<td>9/20/19</td>
</tr>
<tr>
<td>December</td>
<td>11/07/19</td>
<td>11/12/19</td>
<td>11/20/19</td>
</tr>
</tbody>
</table>

*All ads must go through an approval process*
Bonus Distribution

American Congress of Obstetricians and Gynecologists (ACOG)

May 3–6, 2019 (Nashville, TN)

Issue: JOGNN March/April
       NWH April/May

Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)

June 8–12, 2019 (Atlanta, GA)

Issue: JOGNN May/June
       NWH June/July

American Association of Gynecologic Laparoscopists (AAGL) Global Congress

November 9–13, 2019 (Vancouver, CA)

Issue: JOGNN September/October
       NWH October/November

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**The Journal of Obstetric, Gynecologic & Neonatal Nursing**

**Banner Positions**

**Homepage**
- Leaderboard (top) 728 x 90
- Rectangle (bottom) 300 x 250

**Rest of Site (ROS)**
- Leaderboard (top) 728 x 90
- Rectangle or Skyscraper (right side) based on responsive ad design 160 x 600

**Sticky Banners**
Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll

**Rate**
$85 CPM Net/Geotarget

**Monthly Metrics***

*Adobe Analytics, October 2017 - September 2018

**Nursing for Women’s Health**

**Banner Positions**

**Homepage**
- Leaderboard (top) 728 x 90
- Rectangle (bottom) 300 x 250

**Rest of Site (ROS)**
- Leaderboard (top) 728 x 90
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**Rate**
$85 CPM Net/Geotarget

**Monthly Metrics***

*Adobe Analytics, October 2017 - September 2018
Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the Table of Contents (TOC) email for AWHONN journals. On the odd months for JOGNN, and on the even months for NWH, which provides a preview of what’s coming in their next issue. Metrics are sent on a monthly basis. TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

The Journal of Obstetric, Gynecologic & Neonatal Nursing

Banner Positions
Only 3 positions available per TOC

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
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</tbody>
</table>

Metrics*

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Distribution</td>
<td>19,881</td>
</tr>
<tr>
<td>Opt-in Distribution</td>
<td>3,536</td>
</tr>
<tr>
<td>TOTAL Distribution</td>
<td>23,917</td>
</tr>
</tbody>
</table>

Average Open Rate 20%*
Rate $2,000/banner

Nursing for Women’s Health

Banner Positions
Only 3 positions available per TOC

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
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</table>

Metrics**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Distribution</td>
<td>20,905</td>
</tr>
<tr>
<td>Opt-in Distribution</td>
<td>1,167</td>
</tr>
<tr>
<td>TOTAL Distribution</td>
<td>22,188</td>
</tr>
</tbody>
</table>

Average Open Rate 27%**
Rate $2,000/banner
Mobile App Advertising

iPad, iPhone, and Android Advertising

Journal mobile apps allow busy healthcare professionals to turn to their favorite journals no matter where their schedules take them. Thanks to the convenience and real-time relevancy of the AWHONN journals app, which includes JOGNN and NWH content, keeping up-to-date is easy. Connect with these forward thinking HCPs in their medium of choice by advertising within the AWHONN journal app.

Banner Positions

**Tablets (iPad and Android)**
- Interstitial, Landscape: 1024 x 768
- Interstitial, Portrait: 768 x 1024
- Home Screen: 728 x 90
- Table of Contents: 728 x 90
- Abstract Page: 728 x 90
- Article Menu Bar: 160 x 600

**Smartphones (iPhone and Android)**
- Interstitial (portrait only): 320 x 480
- Home Screen: 300 x 50
- Table of Contents: 300 x 50
- Abstract Page: 300 x 50

**Monthly Metrics***

- Users: 524
- Sessions/Visits: 557
- Screen Views: 5,133

**Rate**

$1,000 Net for 50% SOV

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*Adobe Analytics: March-August 2017*
Targeted Solutions

Strategically position your brand alongside trusted, relevant content

**Topic Collections**

These specialty topic collections on our journal website present a unique advertising opportunity for brands to connect with HCPs in an unbiased and engaging online environment. Sponsorship includes the placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience, and banner placement on the journal site’s topic collection.

**Editorial Supplements**

A supplemental publication containing a group of papers on a specific topic, which is then mailed with the publication and also available online.

**Product Bulletin**

Each Product Bulletin is a product breakdown crafted by our Editorial Board using your product’s prescribing information and clinical data. Directly targeting HCPs in the fields of your choice, it is then packaged and mailed with the latest issue of one or more of our top journals.

*All Custom Solutions subject to society and Editor approval*
Reprint Capabilities

The Power of Credibility
Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing
- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

Digital Reprints

E-Premier
Seamlessly incorporate page-flipping digital media features into your journal-branded reprints. 
[View a demo]

Linkarks:
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

Order Reprints Online
Visit us at [www.reprints.elsevier.com](http://www.reprints.elsevier.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
SPECIFICATIONS

Print Media

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-3/8” x 10-7/8”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-7/8” x 10-3/8”</td>
<td>8-5/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>17” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-5/8” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-7/16” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges.

Binding       Perfect; jogs to foot

Printing process    Web

Halftone screen     Cover, 150 line screen
                        Text, 150 line screen

Print Ad Specifications

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.
Print Media (continued)

- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements:

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-5/8” x 11-1/8”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>17-1/4” x 11-1/8”, furnish folded to 8-5/8” x 11-1/8”</td>
</tr>
</tbody>
</table>

Trimming
1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter/spine.

Insert Stock
Weight
For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts
Same as ad space closing date

Insert Delivery Date
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Insert Quantity
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address

Journal of Obstetric, Gynecologic & Neonatal Nursing
Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Elsevier Team

Nursing for Women’s Health
Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Elsevier Team

Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Digital Media

Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90
Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Wide Skyscraper 160 x 600
Placement: Journal pages. Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250
Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

| Desktop/Tablet | HTML5, 150kB |
| Mobile (mWeb or In-App) | HTML5, 40kB |
| Size | 200K max |
| Rotation | Accepted |
| Animated GIF | Max 3 loops of animation, up to 15 seconds per loop |
| Required Resolution | 72 dpi |
| Acceptable File Format | GIF, JPEG, SWF [rich media] |
| Rich Media and HTML5 | Yes. Supplied as 3rd party tags only. |
| Target URL | Required |

Rich Media Expanding & HTML In-Page Ads†

Leaderboard 728 x 90
Expands ▼ down to a maximum size of 728 x 315

Wide Skyscraper 160 x 600
Expands ◀ left to a maximum size of 300 x 600

Large Rectangle 300 x 250
Expands ▶ right to a maximum size of 600 x 250

Rich Media Specifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Size</td>
<td>150 KB</td>
</tr>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
</tr>
<tr>
<td>Max Video File Size</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion Method</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot Requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close Button Requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

*Generic list of non-content pages available upon request though will vary by journal
†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
Table of Contents (TOC)  
Email Banner Ads

### Creative Sizes
- **Leaderboard 728 x 90**
- **Wide Skyscraper 160 x 600**
- **Large Rectangle 300 x 250**

### Email Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>200K max</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Acceptable File Format</strong></td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td><strong>Rich Media</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags</strong></td>
<td>No</td>
</tr>
</tbody>
</table>

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Mobile App Banner Ads - Tablets (iPad and Android)

### Creative Sizes
- **Landscape 1024 x 768**
- **Portrait 768 x 1024**
- **Leaderboard 728 x 90**
- **Wide Skyscraper 160 x 600**
- **Large Rectangle 300 x 250**

### Tablet Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File Types</strong></td>
<td>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
</tr>
<tr>
<td><strong>File Size</strong></td>
<td>200K file size limit.</td>
</tr>
<tr>
<td><strong>Rich Media Ads</strong></td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
</tbody>
</table>

Mobile App Banner Ads - Smartphones (iPhone and Android)

### Creative Sizes
- **Portrait 320 x 480**
- **Leaderboard 300 x 50**
- **Wide Skyscraper 160 x 600**
- **Large Rectangle 300 x 250**

### Smartphone Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File Types</strong></td>
<td>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
</tr>
<tr>
<td><strong>File Size</strong></td>
<td>40K file size limit. 3rd party tracking and click pixels are accepted.</td>
</tr>
<tr>
<td><strong>Rich Media Ads</strong></td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
</tbody>
</table>
Contacts

Integrated Sales
Kelley Russell
National Sales Manager
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Tel: 214-704-4628
Email: kelley.russell@wt-group.com

Integrated Production
Le-Andrea Sylvester
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3649
Fax: 212-633-3846
Email: le.sylvester@elsevier.com

Multimedia Publishing
Brian Jenkins
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-462-1924
Fax: 212-633-3846
Email: b.jenkins@elsevier.com

Recruitment & Classified Sales
Pat Wendelken
Be Media Partners
3415 King Road
Doylestown, PA 18901
Tel: 630-363-6305
Fax: 215-249-4741
Email: pat@wendelken.us

Recruitment & Classified Production
Jaichand Ramsaroop
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3690
Fax: 212-633-3846
Email: j.ramsaroop@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

Visit www.elsmediakits.com to view other media kits and rate cards.