2016 Media Kit

The Journal of Obstetric, Gynecologic & Neonatal Nursing

Nursing for Women’s Health

ELSEVIER
Editorial Overview

The Journal of Obstetric, Gynecologic & Neonatal Nursing

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

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

Impact Factor
1.024*

Publisher
Mercedes Simoncelli

Established
1972

Issuance
6 times per year

Circulation
18,741

Editorial Direction
For over 40 years the Journal of Obstetric Gynecologic & Neonatal Nursing (JOGNN) has been a premier resource for health care 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 - and sometimes controversial - issues. Articles published in JOGNN emphasize research evidence and clinical practice, building both science and clinical applications. JOGNN seeks clinical, policy and research manuscripts on the evidence supporting current best practice as well as 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.

Website
jognn.awhonn.org

*Source: ISI Journal Citation Reports 2014
The Journal of Obstetric, Gynecologic & Neonatal Nursing

Print Rates, Black & White

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<th>Full Page</th>
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Print Rates, Color

4 Color: $2,475

Premium Positions

Cover 2: 50% B/W Page rate
Cover 3: 35% B/W Page rate
Cover 4: 50% B/W Page rate
Facing Contents: 25% B/W Page rate
Facing First Text: 25% B/W Page rate
Facing Masthead: 25% B/W Page rate

Insert Rates

2 Page Insert: 3 times earned B/W rate
4 Page Insert: 4 times earned B/W rate
8 Page Insert: 8 times earned B/W rate

Cover Tips: Contact your sales representative for rates and opportunities.
Outserts: Contact your sales representative for rates and opportunities.

Closing Dates

<table>
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<tr>
<th>Publication Date</th>
<th>Ad Space Closing</th>
<th>Ad Materials Deadline</th>
<th>Inserts Due</th>
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<td>March/April</td>
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<td>May/June</td>
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<td>10/18/16</td>
<td>10/21/16</td>
<td>10/28/16</td>
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</tbody>
</table>

Click here for Print Specs
Digital Advertising Opportunities

The Journal of Obstetric, Gynecologic & Neonatal Nursing

Journal Website Banner Advertising

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.

[jognn.awhonn.org](http://jognn.awhonn.org)

**Avg. Monthly Page Views**

31,199

**Avg. Monthly Unique Visits**

37,551

**Avg. Monthly Visits**

102,561

**Banner Positions**

**HOMEPAGE:** Leaderboard (728x90) and Large Rectangle (300x250)

**ROS:** Leaderboard (728x90) and Skyscraper (160x600)

**Rate:** $85 CPM/Geotarget

Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the Table of Contents (TOC) email for *The Journal of Obstetric, Gynecologic & Neonatal Nursing* providing a preview of what’s in their newest 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.

**Opt-in Distribution**

22,181

**Average Open Rate**

31%

**Banner Positions**

**ONLY 3 POSITIONS AVAILABLE PER TOC:**
Leaderboard, Skyscraper and Large Rectangle

**Rate**

$1,000 per month net
Editorial Overview

Nursing for Women’s Health

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

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

Publisher
Mercedes Simoncelli

Established
1997

Issuance
6 times per year

Circulation
19,381

Editorial Direction

*Nursing for Women’s Health* publishes the most recent and compelling health care information on women’s health, newborn care and professional nursing issues. As a refereed, clinical practice journal, it provides professionals involved in providing optimum nursing care for women and their newborns with health care trends and everyday issues in a concise, practical, and easy-to-read format. It presents the practical application of evidence and innovation within the most important women’s health, obstetric and neonatal topics, including cardiovascular, reproductive and perimenopausal health, cancers in women, nutrition, aging well, normal and high-risk labor and birth, and newborn care.

Articles range from expert, peer-reviewed features to the latest in clinical trends, opinions, innovations, health policy updates and breaking news to the newest drugs, devices and alternative/complementary therapies. Topics covered include innovations and trends within clinical and nursing practice, management of individual patients and patient populations, the impact of health care systems, ethical and legal trends on patient care issues and professional practice, and the impact of legislative/regulatory actions on health care practice.

Website

[nwh.awhonn.org](http://nwh.awhonn.org)
Print Rates, Closing Dates

Nursing for Women’s Health

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nwh.awhonn.org

Avg. Monthly Page Views
9,924

Avg. Monthly Unique Visits
11,399

Avg. Monthly Visits
32,574

Banner Positions

Homepage: Leaderboard (728x90) and Large Rectangle (300x250)
ROS: Leaderboard (728x90) and Skyscraper (160x600)

Rate: $85 CPM/Geotarget

Table of Contents (TOC) Email Advertising

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TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Opt-in Distribution
21,025

Average Open Rate
26.5%

Banner Positions

Only 3 positions available per TOC: Leaderboard, Skyscraper and Large Rectangle

Rate
$1,000 per month net
AORN Surgical Conference and Exposition 2016
April 2–6, 2016 (Anaheim, CA)
ISSUE: American Journal of Obstetrics & Gynecology.................................March

American Congress of Obstetricians and Gynecologists
(ACOG) Annual Meeting
May 14–17, 2016 (Washington, DC)
ISSUES: American Journal of Obstetrics & Gynecology.................................May
The Journal of Minimally Invasive Gynecology.................................March/April

AWHONN Annual Convention
June 11–16, 2016 (Grapevine, TX)
ISSUES: Journal of Obstetric, Gynecologic & Neonatal Nursing....................May/June
Nursing for Women’s Health..............................................................April/May

American Society for Reproductive Medicine (ASRM) Annual Meeting
October 15–19, 2016 (Salt Lake City, UT)
ISSUES: American Journal of Obstetrics & Gynecology.............................September
The Journal of Minimally Invasive Gynecology.................................September/October

Global Congress of Minimally Invasive Gynecology,
AAGL 45th Annual Meeting
November 14–18, 2016 (Orlando, FL)
ISSUE: The Journal of Minimally Invasive Gynecology.............................November/December

Please Note: Conference distribution subject to change. Please contact your sales representative prior to finalizing your media plan.
Custom Solutions

PracticeUpdate.com
PracticeUpdate.com is a comprehensive online resource that delivers the most important medical content accented by summaries, insights, and feedback from practicing physicians respected as experts in their field. All advertising packages can be personalized and augmented to create the ideal mix, reach, and style that fit your brand.

Resource Centers
Strategically position your brand alongside trusted, relevant content. These specialty topic websites present a unique sponsorship opportunity for brands to connect with HCPs in an unbiased and engaging online environment.

Editorial Supplements
Mailed with publication and available online. Content is peer-reviewed and indexed.

Article Collections
Selected articles categorized by single-topic that appear on the journal website.

Product Bulletin
Each Product Bulletin is a product breakdown crafted by one of our medical writers using your prescribing information and preferred 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.

Custom Reprints
Refer to next page for more information.

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PracticeUpdate.com

Resource Center

Product Bulletin
Reprint Capabilities

Reprints

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]

Linkards:

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.

Visit us at 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.
Digital Specifications

Journal Website Banner Ads

**Creative Sizes**

**Leaderboard:** 728 x 90  
**Placement:** Journal pages  
Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles*)  
**NOTE:** 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*)  
*Generic list of non-content pages available upon request though will vary by journal

**Specifications**

**HTML5:** Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB  
**Size:** 40K max  
**Rotation:** No  
**Required Resolution:** 72 dpi  
**Acceptable File Format:** GIF, JPEG, SWF [rich media (e.g., Flash)]  
**Rich Media:** Yes. Flash SWF files must be accompanied by a backup GIF or JPG.  
**Target URL:** Required  
**Additional Notes:**  
- Flash Versions accepted: Flash 10 and lower  
- Flash SWF files should not be hardcoded with the click-through URL  
- Third party tags accepted  
- Can target by zone  
- Ads served via DFP by Google

**Table of Contents (TOC) Email Banner Ads**

**Creative Sizes**

**Leaderboard:** 728 x 90  
**Wide Skyscraper:** 160 x 600  
**Large Rectangle:** 300 x 250

**Specifications**

**Size:** 40K max  
**Rotation:** No  
**Required Resolution:** 72 dpi  
**Acceptable File Format:** .gif or .jpg  
**Rich Media:** No  
**Animation:** No  
**Target URL:** Required  
**3rd Party Tags:** No

**Mobile App Banner Ads — Tablets (iPad and Android)**

**Creative Sizes**

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

**Specifications**

**Interstitial**

**File types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)  
**File size:** 200K file size limit. No 3rd party ad tags are accepted.  
**Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.  
**Target URL:** Required

**Home Screen, Table of Contents, Abstract Page, and Article Menu Bar**

**File Types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)  
**File Size:** 200K file size limit. No 3rd party ad tags are accepted.  
**Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.  
**Target URL:** Required

**Mobile App Banner Ads — Smartphones (iPhone and Android)**

**Creative Sizes**

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

**Specifications**

**Interstitial**

**File types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)  
**File size:** 40K file size limit. No 3rd party ad tags. 3rd party tracking and click pixels are accepted.  
**Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.  
**Target URL:** Required

**Home Screen, Table of Contents, and Abstract Page**

**File Types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)  
**File Size:** No bigger than 40kb; No 3rd party ad tags. 3rd party tracking and click pixels are accepted.  
**Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.  
**Target URL:** Required
Contacts

Integrated Sales Contacts

The Journal of Obstetric, Gynecologic & Neonatal Nursing

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Walchli Tauber Group
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(f) 443-512-8909
kim.boyd@wt-group.com

Nursing for Women’s Health

The Journal of Obstetric, Gynecologic & Neonatal Nursing

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(f) 212-633-3820
r.muniz@elsevier.com

Integrated Production Contact

Le-Andrea Sylvester
Elsevier
360 Park Avenue South
New York, NY 10010
(t) 212.633.3649
(f) 212.633.3820
le.sylvester@elsevier.com

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

Recruitment Sales Contacts

Traci Peppers
Elsevier
360 Park Avenue South
New York, NY 10010
(p) 212-633-3766
(f) 212-633-3820
t.peppers@elsevier.com

Pat Wendelken
(p) 630-363-6305
(f) 215-249-4741
pat@wendelken.us

Recruitment Advertising Sales Coordinator

Jaichand Ramsaroop
Elsevier
360 Park Avenue South
New York, NY 10010
(p) 212-633-3690
(f) 212-633-3820
j.ramsaroop@elsevier.com