

JOGNN

AWHONN
 Association of Women's Health,
 Obstetric and Neonatal Nurses

Journal of Obstetric, Gynecologic & Neonatal Nursing

40th Anniversary

Advertising & Sales Office

Walchli Tauber Group
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015
 P: 443-512-8899 F: 443-512-8909

GREG PESSAGNO, ADVERTISING SALES EXECUTIVE
 P: 443-512-8899 x109 F: 443-512-8909
 E: GREG.PESSAGNO@WT-GROUP.COM

MARY LORENZEN, PRINT CLASSIFIED ADVERTISING
 P: 443-512-8899 x113 F: 443-512-8909
 E: MARY.LORENZEN@WT-GROUP.COM

BRIAN MOON, ONLINE CLASSIFIED ADVERTISING
 P: 202-261-2449 ~ E: BMOON@AWHONN.ORG

Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.
 350 Main Street
 Malden, MA 02148

LYDIA SUPPLE-POLLARD, REPRINT SALES REP
 P: 781-388-8554 E: LSUPPLE@WILEY.COM

KURT POLESKY, BUSINESS DEVELOPMENT MANAGER
 P: 781-388-8560 E: KPOLESKY@WILEY.COM

Circulation

TOTAL CIRCULATION: 25,887

Members: 22,868
 Institutional: 1,725
 Personal: 116

CIRCULATION VERIFICATION: Sworn Statement

COVERAGE AND MARKET:

Coverage: United States and International

Editorial Information

Editor: Nancy Lowe

For over 35 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.

Impact Factor: 0.97

Acceptance Rate: 35%

Advertising Information

EARNED RATES: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

COMBINATION RATE: Earned rate in combination with Nursing for Women's Health (formerly AWHONN Lifelines).

PLACEMENT OF ADVERTISING: Stacked.

AGENCY COMMISSION: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

REQUIREMENTS ON ACCEPTANCE OF ADVERTISING: All advertising is subject to the approval of the editors and publisher.

ADVERTISING PAGE RATES

Frequency	Full Page	1/2 Page	1/4 Page	1/8 Page
1x	\$3,555	\$2,200	\$1,455	\$1,015
3x	\$3,425	\$2,115	\$1,370	\$955
6x	\$3,325	\$2,060	\$1,305	\$920
12x	\$3,215	\$1,990	\$1,195	\$995
24x	\$3,095	\$1,970		
36x	\$3,000	\$1,845		
48x	\$2,915	\$1,780		
60x	\$2,845	\$1,705		

COLOR RATES:

In addition to earned B&W Rate:

Standard: \$800

Matched: \$985

3 or 4-Color Process: \$2,340

COVER & PREFERRED POSITIONS:

In addition to earned B&W Rate (Non-cancellable):

2nd Cover: 50%

3rd Cover: 35%

4th Cover: 50%

Facing contents: 25%

Facing first text: 25%

Facing masthead: 25%

INSERTS:

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.

Sample must be sent to the publisher for approval. Please call for rates. Please check with your sales rep for print run quantity before sending inserts.



Advertising Information (Continued)

DIGITAL ADVERTISING Please contact your sales representative for rates for online banner ads, e-newsletters, and eTOC ads.

OTHER SERVICES AVAILABLE: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions, cover tips, supplements, webcasts, podcasts, advertorials, and microsites. Please contact your sales rep about any other specific opportunities of interest. All services are subject to editorial approval.

Advertising Schedule

Frequency: 6x per year

Mailing Date: Approximately the 1st of every month

Closing Dates:

Month	Ad Close	Material Due	Insert Due
Jan/Feb	12/15/10	12/22/10	1/05/11
Mar/Apr	2/18/11	2/25/11	3/08/11
May/June	4/20/11	4/27/11	5/05/11
Jul/Aug	6/21/11	6/28/11	7/08/11
Sept/Oct	8/19/11	8/25/11	9/06/11
Nov/Dec	10/17/11	10/24/11	11/02/11

CANCELLATIONS: Cancellations or changes in advertising material must be received no later than 3-5 days before the ad schedule due date.

Mechanical Requirements-Print

TRIM SIZE: 8-3/8" x 10-7/8"

PAGE SIZES, NON-BLEED:	Width	Depth
Full page	7"	10"
1/2 page vertical	3-1/2"	10"
1/2 page horizontal	7"	5"
1/4 page	3-1/2"	5"

PAGE SIZES, BLEED:	Width	Depth
Full page	8-1/2"	11-1/8"
1/2 page vertical	4-5/16"	11-1/8"
1/2 page horizontal	8-1/2"	5-9/16"

Bellybands: To be determined

Cover Tips: To be determined

SUBMISSION OF DISPLAY ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Advertising Traffic Coordinator at adtraffic@wiley.com prior to submitting a file via FTP.

- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

Advertorial Requirements

Advertorials are subject to the requirements stated in the ASBPE Guide and as follows:

- Not published next to any related editorial material (such as articles)
- Use a completely different design from editorial content (typeface, size, and layout)
- Feature the prominent label "Advertisement" (not "advertorial")
- Have a border to further set it off from editorial content.
- Subject to editorial review and approval
- Not to exceed two pages
- Subject to color charges

Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples)
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Rates are determined using the black and white earned rate per number of insert pages.
- Please check with your sales rep for print run quantity before sending inserts.

PAPER STOCK: UPM classic gloss 80 gsm.

COVERS: 10pt.C/2/S

HALFTONE SCREEN: 133

TYPE OF BINDING: Perfect, Publication jogs to the head.

Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

Mechanical Requirements-Digital

ONLINE ADVERTISING:

Position	Size (IAB Standard)
Leader board	728 (w) x 90 (h) pixels
Skyscraper	160 (w) x 600 (h) or 120 (w) x 600 (h) pixels
Mini-skyscraper	160 (w) x 320 (h) pixels

Technical Specification

- All creative for the ad (the file to be used or related artwork) must be provided when placing an ad.
- File types accepted: GIF, JPEG, PNG. SWF (Flash) files accepted for website ads only. 3rd Party ad tags are also accepted.
- Animated GIF files are poorly supported in email and we recommend static (no animation) for creative that will be distributed via email.
- Web address (target URL) must be provided when placing an ad.
- Size should be under 39k (30,000 bytes) and a resolution of 72 dpi.
- Electronic Transfer (preferred): Contact Online Advertising Traffic Coordinator at stefanie.diterlizzi@wiley.com.

SUBMISSION OF DIGITAL ADS:

- Ad positions will always appear below property branding.
- All web ad positions support rotation of multiple ads. Advertisers may be offered exclusive placement (no rotation) in a particular position for an additional charge. Email ad positions do not support rotation.
- If ad artwork substantially resembles the site or the brand so as to potentially appear as 'editorial' rather than 'advertising', the word 'ADVERTISEMENT' will be centered above the ad placement.
- Animation in ad materials will be limited to 'multi-page' or 'slide show' style animation and may not include motion (eg: no bouncing balls, moving characters, etc).
- Advertisers will have the option of changing the Ad artwork, at no charge, one time for every 10k impressions purchased. Artwork changes in excess of this guideline will incur a nominal charge
- WB reserves the right to prevent an ad from appearing on a specific page in any instance where the ad would appear to violate WB policies of Editorial Adjacency (eg: An ad for a particular drug may not appear on the same page as a blog post that discusses the same drug in any significant detail.)

Advertising Incentive Programs

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, combination print and online packages or additional special offers from Wiley.

Bonus Distribution

May/June: AWHONN Convention

Contacts

Send all Insertion Orders to:

Walchli Tauber Group
Attn: Greg Pessagno or Mary Lorenzen
JOGN, Vol ___, Issue ___
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

Ship all Advertising Material as well as two Insert Examples to:

Wiley-Blackwell
Attn: Advertising Traffic Coordinator
JOGN, Vol ___, Issue ___
350 Main Street
Malden, MA 02148-5018

Ship Inserts to:

Dartmouth Printing
Attn: Lisa Harrold
JOGN, Volume ___, Issue ___
69 Lyme Rd
Hanover, NH 03755

