

SchoolNurseNews

School Nurse News is an ONLINE-ONLY journal

ADVERTISING RATES

Rate Card No. 23 · Effective January 1, 2012

ISSUANCE:

a. Five times per year:

January, March, May, September, November

b. Date of Publication:

First of month named

CLOSING DATE FOR SPACE:

a. Reservations:

First day of month preceding month of issue

b. Cancellations:

First day of month preceding month of issue

ADVERTISING:

Franklin Communications, Inc.

71 Redner Road

Morristown, NJ 07960

(973) 644-4003 FAX: (973) 644-4062

michael@schoolnursenews.org

STAFF:

Publisher: **Franklin Communiations, Inc.**

Consulting Editor: **Deb Ilardi, RN, BSN**

POLICY ON PLACEMENT OF ADVERTISING:

Advertising rotated front to back

CIRCULATION:

a. Coverage and market:

7,000 school nurses

b. Type of circulation:

Paid/Controlled

ADVERTISING RATES:

Effective January 1, 2012

	1X	5X
1 Page	\$2050	\$1930
2/3 Page*	1700	1600
1/2 Page	1420	1340
1/3 Page.....	1195	1130
1/4 Page**	1010	950
1/6 Page*	695	655

* Horizontal format only ** Vertical format only

b. Bleed: No charge

c. Covers & Preferred Positions:

2nd cover: \$3,450

4th cover: \$3,750

Available on 5-time basis only.

d. Internet Banner Ad:

380 x 72 pixels \$350

e. Earned Rates:

Rates based on number of insertions used within one calendar year, regardless of size.

f. Discounts:

Agency Commission: 15%

SchoolNurseNews

ADVERTISING SPECS

MECHANICAL REQUIREMENTS:

a. Electronic File Submission:

We accept native Adobe InDesign CS and High-res PDFs:

All advertising material is required in electronic format.

Media/Files accepted are CD or DVD

- Include all linked images, fonts.
- Build all ads to trim.
- Bleed 1/4" on all sides for full-page and 2-page spreads.
- Keep live matter 1/4" away from trim & gutter.

Color: CMYK

b. Production/Prepress:

Send all advertising materials to:

Attn. SNN ADS

Tambourine Creative

2450 W. Sample Road, Unit 14

Pompano Beach, Florida 33073

(954) 975-2220

dana@tambourinecreative.com

or electronically to FTP site:

67.23.78.226

username: SchoolNurse password: Snn\$09

Note: username and password are case sensitive

Please send an email to dana@tambourinecreative.com

alerting her that your materials are up on their site

c. Ad Sizes (Digital):

	Width	Height
1 Page (trim size)	8-1/4	10-3/4
2/3 Page (horizontal)	7-1/4	6-7/8
1/2 Page (vertical)	3-1/2	8-7/8
1/2 Page (horizontal)	7-1/4	4-1/2
1/3 Page (vertical)	2-1/4	9
1/3 Page (horizontal)	7-1/4	3
1/4 Page (vertical)	3-1/2	4-1/2
1/6 Page (horizontal)	3-1/2	2-1/4

- Publication Trim Size: 8-1/4" wide x 10-3/4" deep
- Unlisted sizes and prices provided on request.

d. Bleed Sizes:

	Width	Height
Full Page	8-3/4	11-1/4
2 Facing Pages (spread)	17-1/2	11-1/4

Fractional bleed units not accepted.

Keep all live matter at least 1/4" away from trim edges.

Keep all live matter at least 1/4" away from trim edges.

f. Closing Dates (Electronic Files):

1. Electronic files and proofs:

5th day of the month preceding month of issue

ALL CONTRACTS AND INSERTIONS TO:

Franklin Communications, Inc.

71 Redner Road

Morristown, NJ 07960

(973) 644-4003 FAX: (973) 973-644-4062

The goal of *School Nurse News* is to present readers with an unbiased overview of current and relevant information for school nurses to evaluate and incorporate in their school nurse practice, as they promote optimal health care and facilitate educational endeavors for students, their families, faculty, and staff.