Advertising Opportunities With
National Association Of School Nurses

All Advertising subject to NASN approval.

### Cover and Preferred Position Rates (Non-Cancelable)

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Inside Back Cover</th>
<th>Back Cover</th>
<th>Facing Table of Contents</th>
<th>Facing First Text Page</th>
<th>Other specified positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned B&amp;W rate + 35%</td>
<td>Earned B&amp;W rate + 25%</td>
<td>Earned B&amp;W rate + 50%</td>
<td>Earned B&amp;W rate + 30%</td>
<td>Earned B&amp;W rate + 25%</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

### Other Marketing Opportunities

**Article Reprints, E-Prints, Translated Reprints**
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

**Supplements**
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

**Translated Regional Editions**
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**Sponsored Subscriptions**
Target the mailing list of your choice by sponsoring subscriptions to the journal.

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**Journal of School Nursing 2014 Advertising Rates**

<table>
<thead>
<tr>
<th>Display and Classified</th>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,140</td>
<td>$2,100</td>
<td>$1,995</td>
<td>$1,895</td>
<td>$1,805</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$1,715</td>
<td>$1,680</td>
<td>$1,595</td>
<td>$1,515</td>
<td>$1,365</td>
<td></td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,030</td>
<td>$1,010</td>
<td>$955</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
</tbody>
</table>

**Color Rates**: Full page 4-Color charge (in addition to B&W rate above) $1,125

**Agency Commission**: 15%

**Payment Terms**: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

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**NASN School Nurse 2014 Advertising Rates**

<table>
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<tr>
<th>Display and Classified</th>
<th>B&amp;W</th>
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### Journal Of School Nursing 2014 Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>Space reservation due:</th>
<th>Materials due:</th>
<th>Inserts due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/16/13</td>
<td>12/20/13</td>
<td>12/27/13</td>
</tr>
<tr>
<td>April</td>
<td>2/20/14</td>
<td>2/25/14</td>
<td>3/4/14</td>
</tr>
<tr>
<td>June</td>
<td>4/17/14</td>
<td>4/22/14</td>
<td>4/29/14</td>
</tr>
<tr>
<td>August</td>
<td>6/19/14</td>
<td>6/24/14</td>
<td>7/1/14</td>
</tr>
<tr>
<td>October</td>
<td>8/21/14</td>
<td>8/26/14</td>
<td>9/2/14</td>
</tr>
<tr>
<td>December</td>
<td>10/15/14</td>
<td>10/20/14</td>
<td>10/27/14</td>
</tr>
</tbody>
</table>

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**NASN School Nurse 2014 Deadlines**

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<th>Space reservation due:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/19/13</td>
<td>11/25/13</td>
<td>12/2/13</td>
</tr>
<tr>
<td>March</td>
<td>1/13/14</td>
<td>1/17/14</td>
<td>1/24/14</td>
</tr>
<tr>
<td>May</td>
<td>3/20/14</td>
<td>3/25/14</td>
<td>4/1/14</td>
</tr>
<tr>
<td>July</td>
<td>5/22/14</td>
<td>5/27/14</td>
<td>6/3/14</td>
</tr>
<tr>
<td>September</td>
<td>7/17/14</td>
<td>7/22/14</td>
<td>7/29/14</td>
</tr>
<tr>
<td>November</td>
<td>9/18/14</td>
<td>9/23/14</td>
<td>9/30/14</td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES WITH
NATIONAL ASSOCIATION OF SCHOOL NURSES

All Advertising subject to NASN approval.

DIGITAL OFFERINGS:

JOURNAL WEBSITES:
http://josn.sagepub.com
http://nasn.sagepub.com

ONLINE ADVERTISING RATES:
- Banner 1: Leaderboard (728 x 90) ............... $75 CPM
- Banner 2: Skyscraper (160 X 600) ............... $75 CPM

Minimum buy: 10,000 impressions per month per banner
- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

NASN WEEKLY DIGEST

Reach more than 26,000 school health professionals with the NASN Weekly Digest! The electronic newsletter of the NASN, the Weekly Digest is designed to keep school nurse professionals informed of news, issues, events, and activities related to or affecting school nursing practice.

CIRCULATION:
Sent to more than 26,000 NASN members and subscribers.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>4x</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,000</td>
<td>$925</td>
<td>$850</td>
</tr>
</tbody>
</table>

SCHEDULE AND DEADLINES
- Sent Thursday of each week.
- Space Reservation Deadline: 1 week prior to issue.
- Materials Deadline: Monday of the week of issue.
- Weekly Digest will not be sent the following weeks:
  - NASN Annual Conference (late June/early July)
  - 4th of July week
  - Thanksgiving week
  - Christmas week

BANNER AD SPECIFICATIONS
- Size (in pixels): 728 wide x 90 high
- Acceptable File Formats: GIF, JPG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
</tbody>
</table>

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC
- Acceptable File Formats: GIF, JPG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.
ABOUT NASN
The leading worldwide expert for school health services, the National Association of School Nurses (NASN) improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice. NASN also represents school nurses on national and federal committees which affect health services to children.

In addition, NASN supplies written and oral testimony to Congress about school health services on request and advises members of federal legislation affecting school health services.

READERSHIP PROFILE:
The Journal of School Nursing and NASN School Nurse are read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses.

FOR INFORMATION REGARDING EDUCATIONAL SPONSORSHIP OPPORTUNITIES, GRANT REQUESTS, ETC., PLEASE CONTACT:
Jon Lemich
National Association of School Nurses
1100 Wayne Avenue, Suite 925
Silver Spring, MD 20910
Direct line: (240) 247-1650
Email: jlemich@nasn.org

ABOUT JOSN
The Journal of School Nursing publishes original research, reviews and innovations in clinical policy and practice. The journal provides a forum with the aim of improving the health of school children and the school community. The Journal of School Nursing also contains contributions from areas such as epidemiology, health services research and medicine. JOSN is peer-reviewed and is the official research journal of the National Association of School Nurses. It is indexed in the Cumulative Index to Nursing & Allied Health Literature and Journal Citation Reports®.

FREQUENCY:
6 times/year

CIRCULATION:
15,440 Paid

ABOUT NASN SCHOOL NURSE
NASN School Nurse is a bimonthly peer-reviewed nursing journal that covers the field of school nursing. It was established in 2001 and publishes evidence-based clinical resource articles related to the broad scope of school nursing practice. The editorial board selects issue themes for feature articles while also providing regular sections such as asthma/allergies, diabetes/endocrine, healthy lifestyles, immunizations/ infectious disease, political/legal issues, screenings/referral, and special needs.

FREQUENCY
6 times/year

CIRCULATION:
15,500 Paid
### NASN School Nurse Editorial and Bonus Distribution Calendar – 2014

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEME</th>
<th>CONFERENCE DISTRIBUTION</th>
<th>DATES - 2014</th>
<th>VALUE-ADDED MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Advocacy – Using your voice for change</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Health Record Systems – Using the digital world to</td>
<td>National Association of School Nurses (NASN)</td>
<td>June 28- July 1</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
</tr>
<tr>
<td>May</td>
<td>Health &amp; Wellness – Beginning with Me</td>
<td></td>
<td>San Antonio, TX</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>The NASN Annual Report – Using member resources and connections to strengthen and mold your practice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>The Expanding Role of School Nurses – Keeping the Best – Tossing the Rest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Mental Health – Calling all school nurses</td>
<td></td>
<td></td>
<td>Free Ad Perception Reader Survey for all 1/2 page and larger advertisers</td>
</tr>
</tbody>
</table>

### JOSN Bonus Distribution Calendar – 2014

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONFERENCE DISTRIBUTION</th>
<th>DATES - 2014</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>National Association of School Nurses (NASN)</td>
<td>June 28- July 1</td>
<td>San Antonio, TX</td>
</tr>
</tbody>
</table>
ARTWORK SPECIFICATIONS

| Trim Size: | 8 1/8” w x 10 7/8” h |
| Binding: | JOSN: Perfect bound |
| NASN School Nurse: Saddle-stitched |

**Non-Bleed**
- 7” w x 10” h
- 7” w x 4 7/8” h
- 3 3/8” w x 10” h
- 3 3/8” w x 4 7/8” h

**Bleed**
- 8 3/8” w x 11 1/8” h

**Live matter:** ¼” from trim

**Linescreen:** 133-150

**REQUIREMENTS FOR ELECTRONIC DELIVERY:**

**General Instructions:**
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

**Image Size/Crop:**
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

**Proof Instructions:**
- **Color Ads:** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

**File Submission Instructions:**
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

**JOSN BIND-IN CARDS AND INSERTS:**
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8” from gutter. All live copy should be no closer than 1/4” from the trim. For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

**NASN SCHOOL NURSE INSERTS:**

**Tipped-in Inserts:**
All tipped inserts must be provided pre-trimmed to the sizes specified below.
- 2 page insert - 8 ¼” w x 11 1/8” h
- 4 page insert - 16 ½” w x 11 1/8” h. Must be provided pre-folded in half.
- 8 page insert - 2 forms of 16 ½ w x 11 1/8” h each. Must be provided pre-glued or pre-stapled.

Minimum size acceptable for tipped inserts: 5” w x 7” h

**Center Spread Inserts:**
(only one available per issue - please call for availability):
Minimum of 4 page Insert availability
- 4 page insert - 16 7/8” w x 11 1/8” h (pre-trimmed).
- Left side of form should be 8 1/4” (includes the 1/8” for trim), right side of form should be 8 8/8” w x 11 1/8” h.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

**CONTACT INFORMATION**

**FOR DISPLAY AND CLASSIFIED ADVERTISING:**
Steve Clark
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7078
Fax: (805) 375-5282
E-mail: steve.clark@sagepub.com

**FOR ARTWORK DELIVERY:**
Lindsay Bowden
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

**FOR REPRINT AND SUPPLEMENT SALES:**
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

**PRE-PRINTED INSERTS:**
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220