

**Our Rates
Have Not Increased!**

The Professional Magazine for Student Nurses
Imprint[®]
National Student Nurses' Association, Inc.[®]

School Year 2010-2011 Rate Card

Advertising Rate and Data Sheet

Rate Card No. 38

Effective June 1, 2010

Official Publication of:

National Student Nurses' Association, Inc.
Web site: www.nсна.org

Publisher:

Diane J. Mancino, EdD, RN, CAE

Managing Editor:

Jonathan Buttrick, MPW

National Advertising Representative:

Anthony J. Jannetti, Inc.
East Holly Avenue / Box 56
Pitman, NJ 08071-0056
856-256-2300 / FAX 856-589-7463
E-mail: imprint_adver@ajj.com
Web site: www.ajj.com/marketing/advopps/nsna.htm
Rick Gabler, Sales Manager, West Coast and Central
Tom Greene, Sales Manager, East Coast
Miriam Martin, Marketing Coordinator

GENERAL INFORMATION

1. Issuance:

a. *Frequency:*

Five times each year on an academic schedule:

September/October
November/December
January †
February/March
April/May

b. *Issue Date:*

15th of month of issue
(September/October issued September 15)

2. Established: 1968

3. Subscription Rate:

\$18.00 per year in the United States
\$ 5.00 per single copy

4. Editorial:

Imprint is the official publication of the National Student Nurses' Association, Inc., a national organization for nursing students founded in 1952. The publication includes articles on current issues and trends in nursing and nursing education and association news. Features include reports on national legislation affecting health, articles on programs and projects in which association members are involved, and career planning information.

5. Editorial / Advertising Ratio:

A maximum of 50/50 will be maintained for the 2010/2011 school year.

6. Services to Advertisers:

Advertising placement interspersed; advertisers' index; and mailing list available for rental (restrictions apply).

CIRCULATION

7. Guaranteed Circulation:

Average per issue: 52,000

8. Circulation Verification:

Sworn Statement and U. S. Post Office records second class mail

9. Coverage and Market:

a. Coverage: National

b. Market Served: Nursing students enrolled in state approved programs leading to licensure as registered nurses; RNs in baccalaureate completion programs; nursing school libraries; nursing faculty, and all other decision makers.

NSNA

Official Magazine of the National
Student Nurses' Association Inc.



RATES AND PAYMENT POLICY (Effective June 1, 2010)

10. **Rates:** ‡
(Black and white advertising rates per insertion)

	One Time	Five Times
One page	\$3,550	\$3,175
² / ₃ page	3,050	2,690
Junior page	2,725	2,425
¹ / ₂ page	2,475	2,200
¹ / ₃ page	2,170	1,920
¹ / ₄ page	1,790	1,590
¹ / ₆ page	1,420	1,280

11. **Color Rates:**

- a. Second color: \$800 additional per insertion (all second colors will be matched by **Imprint** in four color process)
- b. Four color process: \$1,650 additional per page per insertion

12. **Closing Dates:** (Reservations, Cancellations, and Advertising Materials)

September/October	"Back to School" Issue Closes August 6, 2010
November/December	"Winter Graduation" Issue Closes October 15, 2010
January* †	"Career Planning Guide" Issue 11/20/10 Career Profiles 12/4/10 Run of Book ads <i>See page 3*</i>
February/March	"Annual Convention" Issue Closes January 7, 2011
April/May	"Graduation" Issue Closes March 4, 2011

13. **Agency Commission:**

A 15% agency commission will be allowed to qualified advertising agencies for accounts paid within 30 days. No cash discounts.

14. **Preferred Positions** (restrictions apply):

Covers (non-cancelable)
 Second cover (30% premium)
 Third cover (20% premium)
 Fourth cover (50% premium)
 Center spread (20% premium)
 Page one (30% premium)
 Page facing contents (20% premium)
 Page facing editorial (10% premium)
 Page facing first text (10% premium)
 Masthead page - 2/3 page ad (10% premium)
 Other guaranteed positions (10% premium)

15. **Earned Rates:**

Rates are earned by total number of insertions used within one year from date of first insertion. A spread is counted as two insertions. Inserts count each page as one insertion. The five-times rate is based upon five insertions during one year from January through December or from September through April.

16. **Bleed:**

No extra charge

17. **Inserts:**

- a. Two page: 3 times earned black and white rate
- b. Four page: 5 times earned black and white rate
- c. Business reply card: 1¹/₂ times earned black and white page rate. Must be accompanied with a minimum of a full page advertisement. Please call for BRC specifications.
- d. Estimated quantities of inserts required:

Please call to confirm quantities

September/October 2010	53,000
November/December 2010	53,000
January 2011	48,000 (online only)†
February/March 2011	53,000
April/May 2011	52,000

18. **Rate Protection Policy:**

Rates shown are in effect as of June 1, 2010. Rates are subject to change without notice, however, a protection will be extended on the existing rates for the duration of any written contract for five or more insertions from June 1, 2010 to June 1, 2011. **"Note that we have maintained the same rates as the previous year."**

19. **Publisher's Policies:**

Publisher will hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. Publisher shall **not** be liable for any costs or damages for failure to publish an advertisement or for printer's errors. Positioning and acceptance of advertisement is at the discretion of the publisher. The publisher is not responsible for errors in keyed or box number ads, the advertisers' index or other indexed listing, or in pub sets.

20. **Payment Policy:**

Terms: 30 days net; no cash discount
 Agency commissions will be disallowed for all bills not paid within 30 days.
 NSNA will not accept orders for advertisements from clients whose accounts are not current (i.e. paid in full on a timely basis).

Comprehensive Marketing Program with NSNA

**Plan now to participate in a comprehensive marketing
and recruitment program with the National Student Nurses' Association!**

- **Imprint** advertising — five times per year (includes January Career Planning Guide)
- Annual MidYear Conference — November 4-7, 2010, Cincinnati, OH
- Annual Convention — April 6-10, 2011 Salt Lake City, UT
- Mailing list of members available for rental (certain qualifications and restrictions apply)
- Sponsorship opportunities
- Sustaining Membership
- Advertising within conference program books (MidYear and Convention)

**For more information, please contact Anthony J. Jannetti, Inc.
at 856-256-2300.**

Rick Gabler — Sales Manager - West Coast and Central
(Direct 856-256-2314)

Tom Greene — Sales Manager - East Coast
(Direct 856-256-2367)

Miriam Martin — Marketing Coordinator
(Direct 856-256-2374)

The Professional Magazine for Student Nurses
Imprint
 National Student Nurses' Association, Inc.®

- **September/October “Back to School” Issue**
 Capture the attention of returning students and freshmen. Bonus distribution to nursing students attending the MidYear Conference to take place November 4-7, 2010, Cincinnati, OH. Special Publisher’s Directory offers high exposure for textbooks and supplementary reference books.

Closing Date: August 6, 2010

- **November/December “Winter Graduation” Issue**
 This is the time when seniors preparing to graduate in December and January start looking for their future job. Target December and January graduates with your valuable advertisement.

Closing Date: October 15, 2010

- **January “Career Planning Guide” Issue**
 Features two separate sections to advertise in:
 - Profile Ads Section: Expanded nursing careers section with valuable references for career opportunities for new graduates. Target graduating seniors with your formatted career opportunity advertisement, which are the same price as regular run book ads but offer *more* coverage.
 - Regular Run of Book section. Also includes a special focus on nursing specialties. A must issue for all healthcare agencies and specialty associations!

Closing Dates: November 20, 2010, Career Opportunity Profile Ads
December 4, 2010, Run of Book Ads

- **February/March “Annual Convention” Issue**
 Bonus distribution to an expected 3,500 nursing students and faculty at NSNA’s Annual Convention, April 6-10, 2011, Salt Lake City, UT. The earlier NSNA convention offers a great opportunity for recruiters to reach new graduates searching for their first RN position and summer internships.

Closing Date: January 7, 2011

- **April/May “Graduation” Issue**
 Last chance to reach all graduating seniors with your important message. What better way to end the school year than to leave nursing students with a great impression about your products, RN positions, summer internships, and preceptorships?

Closing Date: March 4, 2011



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 National Student Nurses' Association

‡ Following publication, all issues of Imprint are posted to the NSNA web site in an interactive electronic magazine format. Advertisements are removed from each electronic version. For an additional fee, advertisements remain in the electronic version with interactive link to the advertiser’s preferred web site. Advertiser’s multi-media (audio/video) may be streamed directly in the online publication. Each issue of Imprint remains on the NSNA web site indefinitely. NSNA will contact advertisers following the publication of each issue of Imprint with details.

***January 2011 – Imprint “Career Planning Guide” Issue**

A must for all healthcare agencies and specialty associations!

1. **Issued:** January 15, 2011
2. **Circulation:** Online only, emailed to 48,000 members
3. **Editorial:** This annual reference, a special January edition of *Imprint*, is used year round by nursing students as a career development tool and career source. A special advertising section allows you to describe your institution, benefits, and facilities in full or half-page ads called Career Opportunity Profiles.

RECRUITMENT ADVERTISERS: You will receive a sample template to follow for this special in-depth advertising section, including word count requirements, in a mailing later this summer. We ask that you provide a disc with copy that details your institution, its specializations, benefits, working conditions, and other important information so that Imprint

readers are fully aware of the advantages of working for your facility. The deadline for the profiles is November 30. Don't miss out!

NOTE: Format for Run of Books ads is different from “Career Opportunity Profiles.”

CLOSING DATES:
November 20, 2010 - Final closing for reservations and materials (career opportunity profiles only).
December 4, 2010 - Reservations and materials due for Run of Book advertisements.

† **ONLINE FORMAT:** We are pleased to announce that the January 2011 *Imprint* Career Planning Guide will be published online only in an interactive professional magazine-style format. This initiative supports NSNA’s “green” initiative to *Support Increasing Environmental Health Advocacy and*

Education (2009 NSNA House of Delegates).

BONUSES: Advertisers in the online-only January 2011 *Imprint* Career Planning Guide receive the following bonuses: circulation of online publication to 48,000 member email addresses; active hyperlink within online publication to advertiser’s preferred website (with option to include multi-media‡); 12-month banner ad on January 2011 *Imprint* webpage (valued at \$5,200); 6-month banner ad on NSNA Career Gateway webpage (valued at \$3,200); 2-month banner ad on NSNA Career Center webpage (valued at \$1,200); email/Twitter/Facebook blast promoting advertiser; recognition of support in February/March 2011 *Imprint*; and complimentary ad in e-newsletter *NSNA News* (Summer 2011).

MECHANICAL REQUIREMENTS

21. Space Unit

Live area is 7.375" x 10" for full page ads. If ads are NOT to bleed, please design ad to the live area dimensions. Trimmed page size is 7.875" x 10.5". Bleed page size is 8.125" x 10.75", which includes 1/8" (0.125) trim margin on all four sides. Please keep live matter 1/4" from trim; head, foot, side, and gutter. Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

Space unit	Non-Bleed	Bleed	Trim
2 page spread	15.75" x 10.5"	16" x 10.75"	15.75" x 10.5"
1 page	7.375" x 10" (LIVE)	8.125" x 10.75"	7.875" x 10.5"
2/3 page	4.5" x 9.625"		
Junior page	4.5" x 7.375"		
1/3 square	4.5" x 4.7"		
1/2 vertical	3.312" x 9.65"		
1/2 horizontal	6.875" x 4.7"		
1/4 page	3.312" x 4.7"		
1/6 page	2.125" x 4.7"		

22. Ad Submission Guidelines:

Imprint is reproduced digitally and is saddle stitched.

Recommended line screen is 133 for negatives and 120 for camera-ready material - maximum for film is 150. Maximum density or total area coverage is 300%. Round dots preferred. Rotation of Colors: CMYK.

Advertising requiring preparation by publisher will be invoiced to advertiser at market value for such services.

ACCEPTABLE AD FORMAT: PDF file is the preferred format. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded. Please make sure there are no RGB or spot colors, color mode should be set to CMYK. Sending a PDF file will ensure that your ad will run as it appears to you and that there is less room for errors caused by different version of applications and fonts. You will be notified to revise your ad should we have any questions and or problems with it. If you wish to send a PDF, please call for specifications.

*Note: *Imprint* reserves the right to alter PDFs to meet industry standards, in the event minor changes are needed. PDFs that are sized incorrectly or that contain major image or font errors, will be sent back to advertisers for revisions. Revisions must be provided within 2 days of being sent back.

Although we prefer the above formats, we do however accept live MAC files with the following specifications:

LAYOUT DOCUMENT: QuarkXPress is the preferred application. Convert all spot colors to CMYK. In cases where spot colors are used, we will convert to process at our discretion. Native files must be accompanied by all supporting art files and fonts (screen and printer). Put 1/8 inch all around on bleed ad and ensure that high-resolution images are still 300 dpi at 100%. If images are scaled larger in Quark, resolution will DECREASE accordingly. Please check all art files carefully.

FONTS: All fonts must be Type 1 postscript fonts. Stylized Type 1 fonts, TrueType fonts, and Multiple Master fonts are not acceptable. We cannot use PC fonts as we are Macintosh based. Converting your text to outlines or paths will help avoid potential font problems. Ensure all fonts appearing under the Quark's Font Usage menu are included. Do not send entire font libraries. Send only the printer and screen fonts used in the file.

ART FILES: Adobe Photoshop: Do not send JPEG'S, PICT, GIF, or RGB. Art files must be CMYK in TIFF format without JPEG compression or LZW compression. Do not colorize any art in QuarkXPress, instead tint art in Photoshop. TIFFs residing in colored backgrounds will not print. Resolution MUST be a minimum of 300 dpi. Adobe Illustrator: Use Adobe Type 1 fonts only. When fonts are "non-standard" convert these to outlines so they won't need to be supplied.

PREFLIGHT: Run a preflighting software (i.e. Flightcheck) on files whenever possible and provide reports. Most preflighting applications enables you to collect all arts and fonts used in the layout file. This will save you time if you have a corrupted or missing image or font. Virus check all media before sending.

PROOFS: Provide an Iris, Digital Matchprint or Kodak Approval and a composite color proof created from submitted digital file. Proofs must be supplied whether submitting electronic or standard media. *Imprint* will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof. Color Lasers and PDFs are not acceptable as proofs.

PC-USERS: Some IBM compatible files are acceptable but must be Mac-formatted. Ensure the following: export graphics as a TIFF or EPS file; convert the text to paths or outlines; all colors to be CMYK. Please call to ensure media is acceptable.

ACCEPTED TRANSFER MEDIA: Files should be sent via CD, or e-mail. No e-mail larger than 4MB will be accepted due to the potential for corruption. Include in your email the following: Your contact info, issue of *Imprint* your ad is running in, and file format. All other media: Please call ahead of time to ensure media is acceptable.

Note: These guidelines are standards in the industry for electronic files. We cannot be held responsible for undesirable printing resulting from non-compliance to these guidelines. Non-compliance may result in additional charges.

All two-color advertisements will be matched from four color process. Publisher does not guarantee a perfect match on second colors, but will give a commercial match. The use of special second colors (such as metallics and fluorescents) is subject to publication's approval and may require additional fees. Advertising materials received by publication after closing date which differ from specifications of insertion instructions will not be accepted. In the event publication is willing to redesign page layouts to accommodate late changes in advertisement and specifications, advertiser will be billed. Changes/alterations in advertising materials as requested by advertiser made by *Imprint* will be invoiced at cost.

23. Disposition of Reproduction Materials:

Reproduction materials will be held for one year from date of last insertion and then destroyed.

24. Forward all Contracts, Insertion Orders, and Printing Materials To:

Imprint

Mail:

c/o Anthony J. Jannetti, Inc.

Box 56, Pitman, NJ 08071-0056

Attention: Miriam Martin, Marketing Coordinator

UPS / Federal Express:

c/o Anthony J. Jannetti, Inc.

200 East Holly Avenue, Sewell, NJ 08080

Attention: Miriam Martin, Marketing Coordinator

25. For Further Information, Contact:

Miriam Martin

Anthony J. Jannetti, Inc.

856-256-2374

FAX 856-589-7463

E-mail: imprint_adver@ajj.com