

2010 Media Planner

JOURNAL OF GERONTOLOGICAL NURSING®

Advertising Office

National Account Manager: Kara Datz
Sales Administrator: Ann Marie Randolph-Ferguson

Mindworks Classified/Recruitment Sales Office

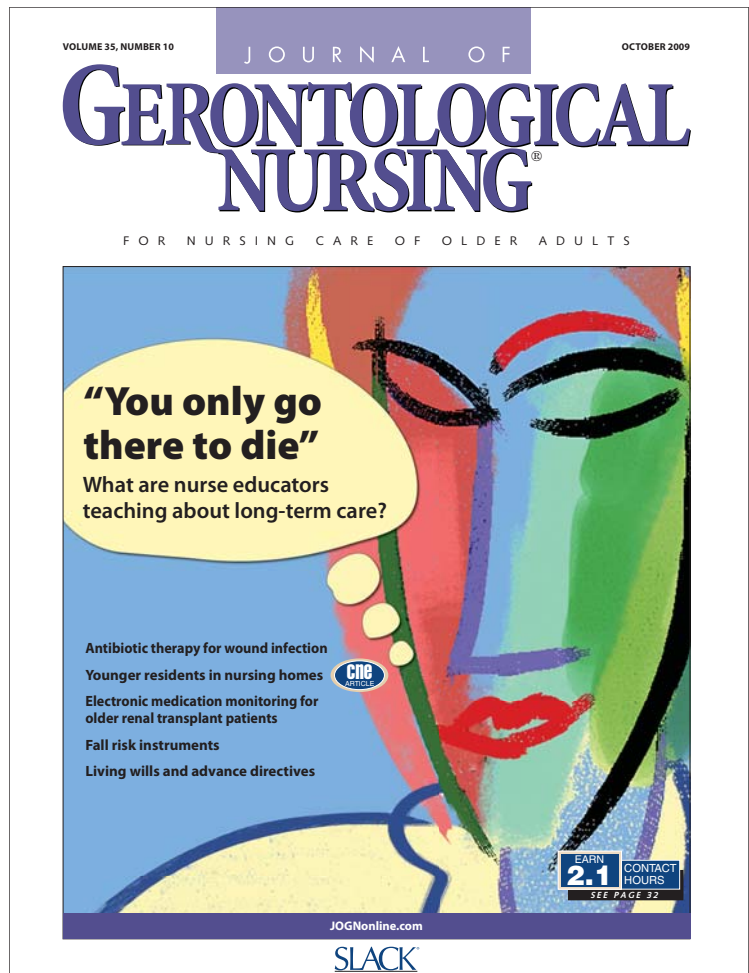
Sales Director, Classified/Recruitment Division: Kristy Farrell
Classified/Recruitment Sales Representative: Lori Morro

Publishing Office

Chief Operating Officer: John C. Carter
Senior Vice President, Health Care Books and Journals: John Bond
Editorial Director: Jennifer A. Kilpatrick, ELS
Editor: Kathleen C. Buckwalter, RN, PhD, FAAN
Executive Editor: Karen G. Stanwood, ELS
Circulation Director: Lester Robeson, CCCP

SLACK
INCORPORATED
A Wyandotte Group Company

6900 Grove Road • Thorofare, New Jersey 08086-9447
877-307-5255 • 856-848-1000 • Fax 856-848-6091
JOGOnline.com



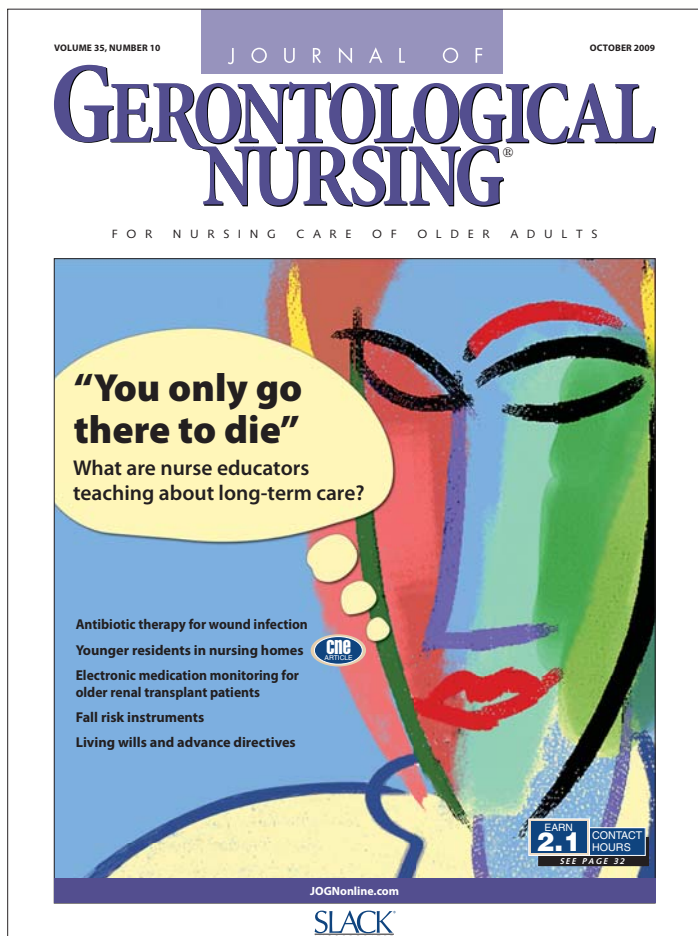
TO ADVERTISE, CONTACT:

Kara Datz

kdatz@slackinc.com

856-848-1000 x549

JOURNAL OF GERONTOLOGICAL NURSING®



The JOURNAL OF GERONTOLOGICAL NURSING publishes original peer-reviewed articles with every issue. Each month, more than 2,400 nurses receive the latest practical information they can use on the job. Our editors tackle the most relevant topics in gerontology, including geropharmacology, technology innovations, public policy and legal issues.

In addition, gerontological nurses turn to the JOURNAL OF GERONTOLOGICAL NURSING for continuing nursing education credits. Readers can earn up to 2.1 contact hours upon completion of the CNE activity, available 12 times a year.

The JOURNAL OF GERONTOLOGICAL NURSING answers the readers' needs to stay informed, addresses their specific interests, and offers peer-reviewed articles and continuing education credits – all in a simple, time-saving format. This demand results in an increased readership, giving your ads even more exposure.

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly bands
- Polybagged Outserts
- Advertorials

Put your message in the hands of more than 2,400 paid subscribers

With 100% paid circulation, your message will be seen by high-interest readers—offering an efficient and effective way to communicate to your target audience.

Let the power of the nurse work for you

- 71% receive their drug information from journals
- 68% of readers have prescriptive privileges with the co-signature of a physician
- 30% of readers spend 31-45 minutes reading through an average issue of JGN

68% of recipients read every issue of the JOURNAL OF GERONTOLOGICAL NURSING

Source: Mindworks Communications, Journal of Gerontological Nursing Readership Survey, June 2008

Extend your reach with bonus distributions

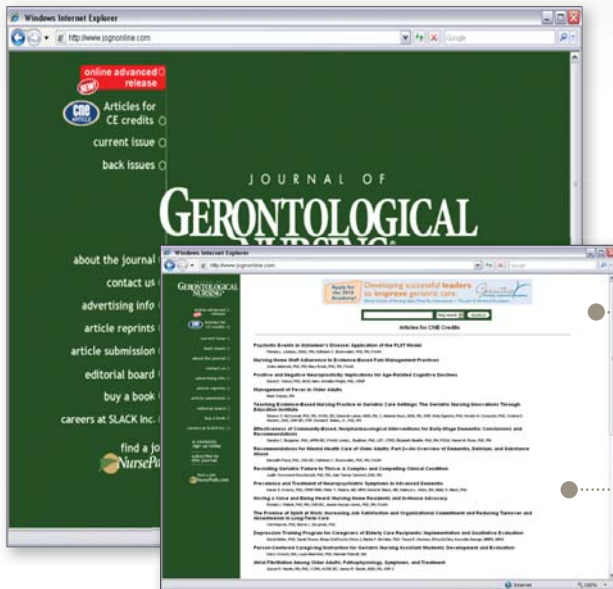
At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings:

2,000 attendees	National League for Nursing Education Summit September 29-October 2, Las Vegas, NV — September issue
900 attendees	American Psychiatric Nurses Association October 13-16, Louisville, KY — October issue
3,500 attendees	Gerontological Society of America November 19-23, New Orleans, LA — November issue

Online Advertising

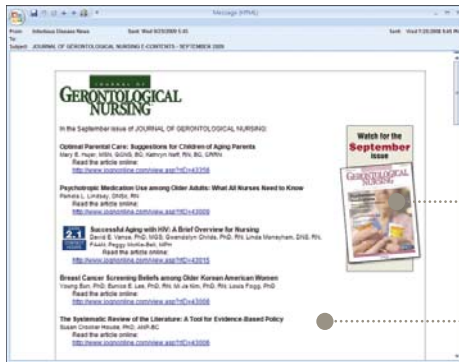
Combine a website and e-contents sponsorship opportunity in the same month for \$1,500 total.

Individual sponsorship opportunities are \$1,000 each.



Website Advertising

- Exclusive topic sponsorships
- Run-of-site sponsorships
- Microsite sponsorships
- Podcast sponsorships



e-contents Advertising

Reach nearly 900 opt-in e-mail subscribers for pennies per exposure

Free online exposure for all advertisers

Print or online advertisers can post a product press release, picture and link on the new "Product News" section of JOGNonline.com.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2010 for all advertisers.
2. **Rates:**
 - a) **Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - b) **Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
 - c) **Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.

3. Black-and-White Rates:

Frequency	One Page	½ Page	¼ Page
1x	\$1,175	\$805	\$680
6x	1,125	750	625
12x	1,060	730	600
24x	1,010	710	535
36x	955	675	490
48x	870	625	475

Color: In addition to black-and-white rates:

Charge per color per page or fraction

Standard color	\$550
Matched color750
Metallic color	1,000
Four color	1,500
Four color + PMS	2,000
Four color + metallic	2,500

4. **Bleed:** No charge.
5. **Covers, Positions:**
 - a) **Covers:**
 - Second cover: Earned b/w rate plus 25%. Color additional.
 - Third cover: Earned b/w rate plus 15%. Color additional.
 - Fourth cover: Earned b/w rate plus 50%. Color additional.
 - b) **Special positions:**
 - Add 10% to earned b/w rate. Color additional. See your advertising representative for more information.
6. **Discount Programs:**
 - a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
 - b) **Gerontological Connection Discount:** Sign a 12x contract in the JOURNAL OF GERONTOLOGICAL NURSING and receive 4 free ads (one each quarter) in the publication RESEARCH IN GERONTOLOGICAL NURSING.
 - c) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your Corporate Discount savings in 2011 based on a total net spend.
 - d) **When taking advantage of more than one discount program, discounts must be taken in the following order:**
 - Gross Cost:
 - 1) Less Gerontological Connection Discount
 - 2) Less SLACK Corporate Discount
 - 3) Less 15% Agency Discount
 - Equals net cost
7. **Recruitment/Classified Rates:** Please contact Lori Morro at 877-307-5255, ext. 469, or via e-mail at lmorro@gomindworks.com.

ISSUANCE AND CLOSING

8. **First Issue:** January 1975.
9. **Frequency:** 12 times per year.
10. **Issue Dates:** First week of month of issue.
11. **Mailing Date & Class:** Mails within the issue month; Periodical Class.

12. Closing Dates:

Issue date	Ad closing	Material due
January	12/01/2009	12/10/2009
February	1/04/2010	1/12/2010
March	2/01/2010	2/12/2010
April	3/01/2010	3/15/2010
May	4/01/2010	4/12/2010
June	5/03/2010	5/14/2010
July	6/01/2010	6/11/2010
August	7/01/2010	7/16/2010
September	8/02/2010	8/13/2010
October	9/01/2010	9/13/2010
November	10/01/2010	10/15/2010
December	11/01/2010	11/12/2010

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

13. **General Editorial Direction:** Original peer-reviewed articles about aging and nursing care of older adults. The publication provides a forum for the gerontological nurse in terms of the nurse's role in long-term care, community and health care, and health promotion/education. The majority of the editorial is directed to clinical practice of both management and staff.
14. **Average Issue Information:**
 - a) **Average number of articles per issue:** 6
 - b) **Average article length:** 8 pages
 - c) **Editorial departments and features:**
 - Geropharmacology
 - Diagnosis: Dementia
 - Clinical Concepts
 - Technology Innovations
 - Public Policy
 - Legal Issues
 - Continuing Nursing Education Quiz
 - Research Briefs
15. **Origin of Editorial:**
 - a) **Source:** Original contributions
 - b) **Staff written:** N/A
 - c) **Solicited:** 5%
 - d) **Submitted:** 95%
 - e) **Peer-review:** Yes - blind, juried (peer-review) critique.

CIRCULATION

16. **Description of Circulation Parameters:** National and Registered Nurses, Nurse Practitioners, Certified Nursing Assistants and Licensed Practical Nurses involved in all levels of gerontological care.
17. **Demographic Selection Criteria:**
 - a) **Circulation distribution:**
 - Controlled: 0%
 - Paid: 100%
 - b) **Paid information:**
 - Association members: None
 - Is publication received as part of dues? No
 - c) **Subscription rates:** U.S.: \$89/yr.; Canada: Add 5% tax; outside the U.S.: add \$53/yr.
 - d) **Renewal rate:** 58.7%

18. Circulation Verification:

- a) Audit: SRDS Sworn Statement - June 2009
- b) Mailing house: Publishers Press

19. Estimated total circulation for 2010: 2,500/issue

GENERAL INFORMATION

20. Requirements for Advertising Acceptance: Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.

21. New Product Releases: Yes

22. Editorial Research: N/A

23. Ad Format and Placement Policy:

a) Format:

- 1. between articles X
- 2. welled _____
- 3. stacked _____
- 4. within articles X

b) Are ads rotated?: Yes

24. Ad/Edit Information: 30/70 Ad/Edit Ratio.

25. Value-Added Services: Contact your advertising representative for details.

a) Availability of mailing list: with 3 insertions.

b) Custom market survey: with 12 insertions.

c) Focus group study: with 24 insertions.

d) Market research: Available.

e) Bonus distribution

26. Full-Text Online: The JOURNAL OF GERONTOLOGICAL NURSING offers current and archived full-text articles online at JOGOnline.com. This valuable tool will allow subscribers unlimited access to every article in each issue. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

27. Reprint Availability: Yes. Contact John Kain for pricing at 1-800-257-8290, ext. 238 or e-mail: jkain@slackinc.com.

28. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

29. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

30. Advertorials: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point, ALL CAPS black type at the top of the ad.

31. Competitor Information: The JOURNAL OF GERONTOLOGICAL NURSING does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

32. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

33. Availability and Acceptance:

a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.

b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

34. Charges: Furnished inserts are billed at the earned black-and-white space rate at frequency earned. Commissionable.

35. Sizes and Specifications: All inserts are to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

36. Trimming: Ship folded. Supply size: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ". Trim size: 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ". Trimming of oversized inserts will be charged at cost. Keep live matter $\frac{1}{2}$ " from trim edges and $\frac{3}{16}$ " from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim $\frac{1}{8}$ ".

37. BRCs:

a) Pricing: Contact your sales representative for prices.

b) BRC specifications: 3 $\frac{1}{2}$ " x 5" minimum to 4 $\frac{1}{4}$ " x 6" maximum; perforated with $\frac{1}{2}$ " lip (from perforation) for binding. Add $\frac{1}{8}$ " for foot trim. Cardstock minimum: 75 lb. bulk or higher.

38. Quantity: Full run - 5,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

39. Shipping: Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

40. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page	7" x	9.125"	8.375" x	11.125"
$\frac{1}{2}$ Page (Horizontal)	7" x	4.75"	8.375" x	5.5"
$\frac{1}{2}$ Page (Vertical)	3.25" x	9.125"	3.5" x	11.125"
$\frac{1}{4}$ Page	3.25" x	4.75"		

a) Trim size of journal: 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "

b) To view thumbnails of ads specs, visit slackinc.com/digitalads

For spread ads, keep content (images/text) $\frac{1}{4}$ " in on each side of the gutter
For bleed ads, add $\frac{1}{8}$ " on all sides of trim size.

41. Paper Stock:

a) Inside pages: 45 lb. gloss

b) Covers: 100 lb. gloss

42. Type of Binding: Perfect bound

43. Digital Ad Requirements:

For specifications, go to slackinc.com/digitalads.

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Media: CDs and DVDs. **Ads will not be accepted via e-mail.**

44. Digital Materials: Ad materials will be held one year from date of last insertion and then destroyed.

ADDRESSES

45. Insertion Orders to:

Send insertion orders and digital materials to:

Kara Datz
National Account Manager
Product Sales
(856) 848-1000 x549
kdatz@slackinc.com

Lori Morro
Classified/Recruitment
(856) 384-1793 x469
lmorro@gomindworks.com

Send digital ads and sample insert to:

Ann Marie Randolph-Ferguson
Sales Administrator
(856) 848-1000 x263
JOURNAL OF GERONTOLOGICAL NURSING
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447

46. Insert Materials:

Send inserts to:
Julie Duncan
JOURNAL OF GERONTOLOGICAL NURSING
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165