

# JOURNAL OF Gerontological Nursing®

**Advertising/Sales Office**

National Account Manager: Tara Kosmowsky  
Sales Administrator: Joyce Seville

**Publishing Office**

Chief Operating Officer: John C. Carter  
Senior Vice President: Stephanie Portnoy  
Vice President, Editorial: Jennifer A. Kilpatrick, ELS  
Editorial Director: Karen G. Stanwood, ELS  
Executive Editor: Aileen Wiegand, ELS  
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Editor: Donna M. Fick, PhD, RN, FGSA, FAAN



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Leading Change. Improving Care for Older Adults.

VOL. 43 • NO. 4

APRIL 2017

## JOURNAL OF Gerontological Nursing®

FOR NURSING CARE OF OLDER ADULTS

Cited in MEDLINE/PubMed



### Developing leadership capacity

The need for staff training programs in long-term care

RN's role in assessing and identifying delirium in hospitalized patients



Improving medication reconciliation in nursing homes

Intervention for community-dwelling overweight older adults with knee osteoarthritis

Personalized bedside safety plan dashboard

Oral status of non-oral and oral feeding patients



**TO ADVERTISE, CONTACT:**

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Earn CONTACT HOURS SEE PAGE 29

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**CNE ARTICLE**

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Healio.com  
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SLACK INCORPORATED

in affiliation with AGS  
American Geriatrics Society

The JOURNAL OF GERONTOLOGICAL NURSING publishes original peer-reviewed articles with every issue. Each month, more than **1,200 nurses**, including members of The American Geriatrics Society, receive the latest practical information they can use on the job. Our editors tackle the most relevant topics in gerontology, including geropharmacology, technology innovations, dementia care and public policy.

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.

Subscribers will also benefit from our featured **Online Advanced Release**, which allows them to read articles before they appear in the print issue!

The JOURNAL OF GERONTOLOGICAL NURSING answers the readers' needs to **stay informed**, addresses their **specific interests**, and offers **peer-reviewed articles** and **continuing education contact hours** – 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
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials

# Put your message in the hands of more than 1,200 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:

**81%** of readers spend 30 minutes or more looking at an issue.

**54%** of readers share selected articles with others.

**64%** of readers hold a Master's or Doctoral Degree in Nursing.

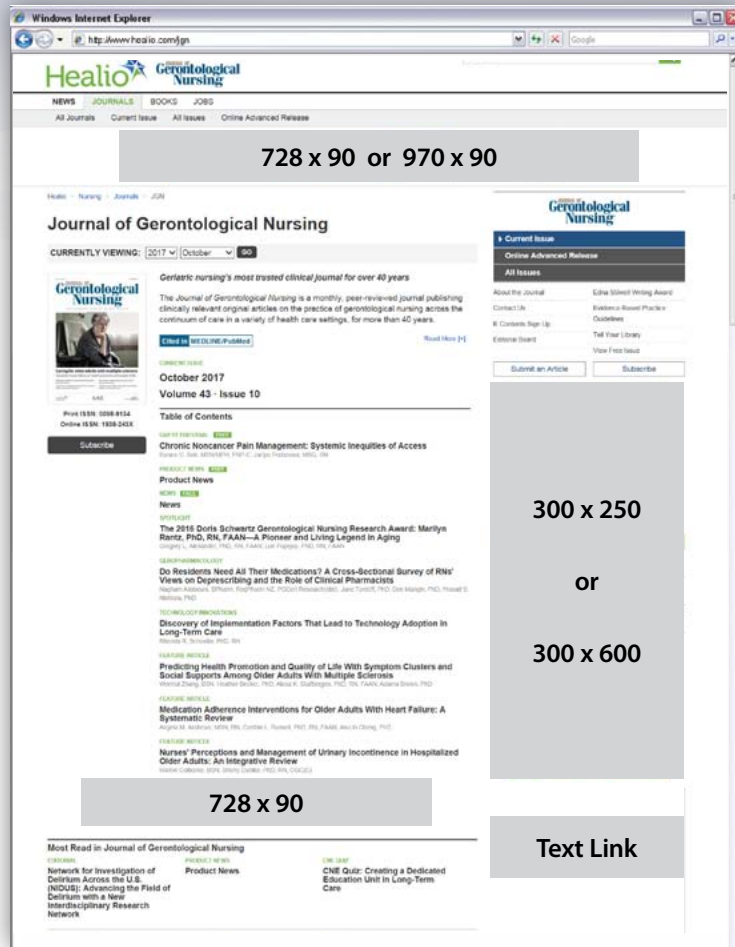
Source: SLACK Incorporated, Journal of Gerontological Nursing Readership Survey, June 2016

## Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major nursing meetings in 2018:

BONUS DISTRIBUTION	ISSUE
American Geriatrics Society (AGS)	April
National League for Nursing Education Summit (NLN)	September
American Psychiatric Nurses Association (APNA)	October
GSA 2018 Annual Scientific Meeting (GSA)	November

# Digital Advertising



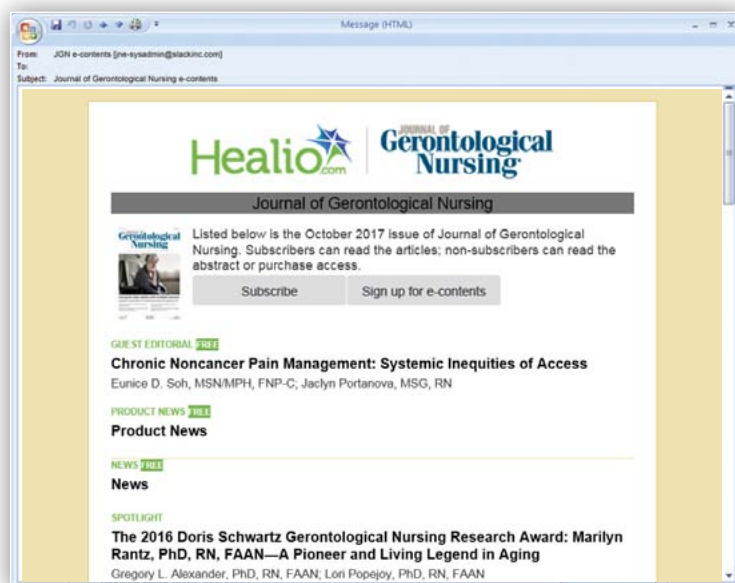
Advertise on Healio.com/JGN

**30,000** average monthly page views

Reach your target audience through any or all of our impactful ad placements.

**Over 78,000 impressions available each month!**

Banner ad campaigns priced on a CPM to accommodate any budget.



Exclusive email sponsorship opportunity:

**2,100** opt-in recipients

**37%** average open rate

Your ad will display in one prominent location

**Only \$240 per email**

Buy 3, Get 1 Free program available

## RATES AND DISCOUNTS

- Effective Rate Date:** January 2018 for all advertisers.
- Rates:**
  - 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.
  - Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
  - Cash discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
- Black-and-White Rates:**

Frequency	One Page	½ Page	¼ Page
1x	\$1,285	\$875	\$745
6x	1,235	820	690
12x	1,160	800	655
24x	1,100	775	580
36x	1,045	740	535
48x	950	690	520

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

**Charge per color per page or fraction**

Standard color .....	\$560
Matched color .....	\$765
Metallic color .....	\$1,020
Four color.....	\$1,530
Four color + PMS.....	\$2,040
Four color + metallic .....	\$2,550

- Bleed:** No charge.
- Covers, Positions:**
  - 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.
  - Special positions:**
    - Add 10% to earned b/w rate. Color additional. See your advertising representative for more information.
- Discount Programs:**
  - Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
  - Gerontological Connection Discount:** Sign a 12x contract in the Journal OF GERONTOLOGICAL NURSING and receive 6 free ads in RESEARCH IN GERONTOLOGICAL NURSING.
  - Free Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2018 and receive an additional ad of equal size and color in the same publication at no cost.
    - \* Gerontological Connection Discount and FREE Ad Program Discount cannot be combined.
  - Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
  - Corporate Discount:** Total net spend achieved in the year 2018 will set a Corporate Discount to be taken off 2019 advertising.
  - When taking advantage of more than one discount program, discounts must be taken in the following order:**
    - Gross Cost:**
      - 1) Less FREE Ad Program
      - 2) Less SLACK Corporate Discount
      - 3) Less 15% Agency Discount
    - Equals net cost**
- Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.
- Online Advertising Rates:** Please contact your sales representative for more information.

## ISSUANCE AND CLOSING

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

Issue	Ads Closing	Materials Due
January	12/1/2017	12/20/2017
February	1/2/2018	1/9/2018
March	2/1/2018	2/7/2018
April	3/1/2018	3/9/2018
May	4/2/2018	4/9/2018
June	5/1/2018	5/9/2018
July	6/1/2018	6/8/2018
August	7/2/2018	7/11/2018
September	8/1/2018	8/8/2018
October	9/4/2018	9/7/2018
November	10/1/2018	10/8/2018
December	11/1/2018	11/7/2018

- 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.
- 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

- 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.
- Average Issue Information:**
  - Average number of articles per issue:** 6
  - Average article length:** 8 pages
  - Editorial departments and features:**
    - Geropharmacology
    - Clinical Concepts
    - Technology Innovations
    - Person-Centered Care
    - Public Policy
    - Continuing Nursing Education Quiz
    - Research Briefs
- Origin of Editorial:**
  - Source:** Original contributions
  - Staff written:** N/A
  - Solicited:** 5%
  - Submitted:** 95%
  - Peer-review:** Yes - blind, juried (peer-review) critique.

## CIRCULATION

- Description of Circulation Parameters:** American Geriatric Association, National and Registered Nurses, Nurse Practitioners, Certified Nursing Assistants and Licensed Practical Nurses involved in all levels of gerontological care.
- Demographic Selection Criteria:**
  - Circulation distribution:**
    - Controlled: 0%
    - Paid: 100%



- b) **Paid information:**  
 Association members: AGA  
 Is publication received as part of dues? Yes
- c) **Subscription rates:** U.S.: \$114/yr.; Canada:  
 Outside the U.S.: add \$66/yr.
- d) **Renewal rate:** 58.7%

19. **Circulation Verification:**

- a) **SRDS Sworn Statement:** July 2017  
 b) **Printer & Mailing House:** Sheridan Press

20. **Estimated total circulation for 2018:** 1,031/issue

## GENERAL INFORMATION

21. **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.

22. **New Product Releases:** Yes

23. **Editorial Research:** N/A

24. **Ad Format and Placement Policy:**

- a) **Format:**  
 1. between articles  X                       3. stacked \_\_\_\_\_  
 2. welled \_\_\_\_\_                              4. within articles  X

b) **Are ads rotated?:** Yes

25. **Ad/Edit Information:** 30/70 Ad/Edit Ratio.

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

- a) **Availability of mailing list:** Yes. Mailing list available to 3x contractual advertisers by permission of the Publisher. Contact your sales representative for details.

b) **Bonus distribution**

27. **Full-Text Online:** The JOURNAL OF GERONTOLOGICAL NURSING offers current and archived full-text articles online at **Healio.com/JGN**. 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.

28. **Reprint Availability:** Yes; email reprints@healio.com.

29. **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.

30. **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.

31. **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 center top of the ad.

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

33. **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

34. **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.

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

36. **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 text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

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

38. **BRCs:**

- a) **Pricing:** Contact your sales representative for prices.  
 b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

39. **Quantity:** Full run - 2,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

40. **Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

## AD REQUIREMENTS

41. **Available Advertising Unit Sizes:**

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15 3/4" x	10 3/8"	16 1/2" x	11 1/8"
Full Page	7 5/8" x	10 3/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 5/8" x	4 3/4"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 3/8" x	10 3/8"	4 1/8" x	11 1/8"
1/4 Page	3 3/8" x	5"		
Trim size of Journal: 8 1/8" x 10 7/8"				
*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.				
To view thumbnails of ad spaces, visit <a href="http://Healio.com/slackadspecs">Healio.com/slackadspecs</a> .				

42. **Paper Stock:**

- a) **Inside pages:** 45 lb. gloss  
 b) **Covers:** 100 lb. gloss

43. **Type of Binding:** Perfect bound

44. **Digital Ad Requirements:**

**For specifications, go to [Healio.com/slackadspecs](http://Healio.com/slackadspecs).**

**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 email.**

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

## CONTACT INFORMATION

**Insertion Orders and Ad Materials:**  
 Joyce Seville  
 JOURNAL OF GERONTOLOGICAL NURSING  
 6900 Grove Road  
 Thorofare, NJ 08086 USA  
 856-848-1000 x475  
 jseville@healio.com

**Send inserts and BRCs to:**  
 Sheridan Press  
 JOURNAL OF GERONTOLOGICAL NURSING  
 Lisa Harrold  
 450 Fame Avenue  
 Hanover, PA 17331