Make your message stand out with these unique advertising opportunities:

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

THE JOURNAL OF CONTINUING EDUCATION IN NURSING: CONTINUING COMPETENCE FOR THE FUTURE is a popular monthly journal providing original, peer-reviewed articles on continuing nursing education. Directed toward all participants in continuing nursing education and staff development, the Journal features teaching tips, administrative angles, leadership and development, and clinical updates, as well as contact hours in each issue.

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

Give your ad the high exposure it deserves:

- **83%** of readers spend 30 minutes or more looking at the JOURNAL OF CONTINUING EDUCATION IN NURSING.
- **46%** of readers share selected articles with others.
- **46%** of readers hold a Master’s or Doctoral Degree in Nursing.

*Source: SLACK Incorporated, The Journal of Continuing Education in 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 2019:

<table>
<thead>
<tr>
<th>BONUS DISTRIBUTION</th>
<th>ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>National League for Nursing Education Summit (NLN)</td>
<td>September</td>
</tr>
<tr>
<td>American Psychiatric Nurses Association (APNA)</td>
<td>September</td>
</tr>
<tr>
<td>GSA 2019 Annual Scientific Meeting (GSA)</td>
<td>November</td>
</tr>
</tbody>
</table>
Digital Advertising

Advertise on Healio.com/JCEN

29,650 average monthly page views

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

Over 78,190 impressions available each month!

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

Exclusive email sponsorship opportunity:

3,700 opt-in recipients

26% average open rate

Your ad will display in one prominent location

Only $330 per email

Buy 3, Get 1 Free program available
**RATES AND DISCOUNTS**

1. **Effective Rate Date:** January 2019 for all advertisers.

2. **Rates and Discounts:**
   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:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>½ Page</th>
<th>¼ Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>945</td>
<td>630</td>
<td>385</td>
</tr>
<tr>
<td>3x</td>
<td>905</td>
<td>625</td>
<td>370</td>
</tr>
<tr>
<td>6x</td>
<td>880</td>
<td>580</td>
<td>365</td>
</tr>
<tr>
<td>12x</td>
<td>835</td>
<td>530</td>
<td>330</td>
</tr>
</tbody>
</table>

Color: In addition to earned 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

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:**
      - Facing table of contents: Earned b/w rate plus 15%. Color additional.

6. **Discount Programs:**
   a) **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.
   b) **Nursing Education Combination Discount:** Place the same product advertisement in the same month into both the JOURNAL OF NURSING EDUCATION and THE JOURNAL OF CONTINUING EDUCATION IN NURSING and receive a 50% discount off the cost of THE JOURNAL OF CONTINUING EDUCATION IN NURSING.
   c) **Free Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2019 and receive an additional ad of equal size and color in the same publication at no cost. *Nursing Education Combination Discount and FREE Ad Program Discount cannot be combined.*
   d) **Corporate discount:** Total net spend achieved in the year 2019 will set a Corporate Discount to be taken off 2020 advertising.
   e) **When taking advantage of more than one discount program, discounts must be taken in the following order:**
      - Gross cost:
        1) Less Combination Discount or FREE Ad Program
        2) Less SLACK Corporate Discount
        3) Less 15% Agency Discount
   f) **Equals net cost:**

7. **Classified/Recruitment Display Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

8. **Online Advertising Rates:** Please contact your sales representative for more information.

**ISSUANCE AND CLOSING**

9. **Established:** January/February 1969
10. **Frequency:** Monthly
11. **Issue Dates:** First week of every month
12. **Mailing Date and Class:** Mails within the month of issue; periodical class
13. **Closing Dates:**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td>12/3/19</td>
</tr>
<tr>
<td>February 2020</td>
<td>2/1/19</td>
</tr>
<tr>
<td>March 2020</td>
<td>3/1/19</td>
</tr>
<tr>
<td>April 2020</td>
<td>4/1/19</td>
</tr>
<tr>
<td>May 2020</td>
<td>5/1/19</td>
</tr>
<tr>
<td>June 2020</td>
<td>6/3/19</td>
</tr>
<tr>
<td>July 2020</td>
<td>7/1/19</td>
</tr>
<tr>
<td>August 2020</td>
<td>8/1/19</td>
</tr>
<tr>
<td>September 2020</td>
<td>9/3/19</td>
</tr>
<tr>
<td>October 2020</td>
<td>10/1/19</td>
</tr>
<tr>
<td>November 2020</td>
<td>11/1/19</td>
</tr>
</tbody>
</table>

**EDITORIAL**

14. **Special issues:** Occasional

15. **General Editorial Direction:** THE JOURNAL OF CONTINUING EDUCATION IN NURSING is a growing body of literature pertaining to the concerns of directors of staff development, coordinators and instructors of inservice education, and nurses engaged in adult education or university education to promote career competence.

16. **Average Issue Information:**
   a) **Average number of articles per issue:** 5
   b) **Average article length:** 6 pages
   c) **Editorial departments and features:**
      - Administrative Angles • Teaching Tips • Leadership and Development
      - Clinical Updates • CE article and quiz

17. **Origin of Editorial:**
   a) **Source:** Original contributions
   b) **Staff written:** 0%
   c) **Solicited:** 10%
   d) **Submitted:** 90%
   e) **Peer-review:** Yes

**CIRCULATION**

18. **Description of Circulation Parameters:**
   - Directors of Staff Development
   - Coordinators of Inservice Education
   - Directors of Nursing
   - Hospital and University Libraries
   - Institutions
   - Directors of Training
   - University Faculty in Continuing Education in Nursing
   - Adult Educators with Health Agencies
   - Nursing Homes
   - University Extension Departments of Nursing
   - Public Libraries in Metro Areas

19. **Demographic Selection Criteria**
   a) **Prescribing:** Not Applicable
   b) **Circulation distribution:** Controlled: 0%
      Paid: 100%
   c) **Paid information:**
      Association members: N/A
      Is publication received as part of dues? No
   d) **Subscription rates:** U.S.: $160/yr. outside the U.S.: add $71/yr.
38. Sizes and Specifications: All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Vanished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to head.

<table>
<thead>
<tr>
<th>Paper Stock</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004&quot;</td>
</tr>
</tbody>
</table>

39. Trimming: Ship folded. Supply size: 8 ¼” x 11 ½”. Trim size: 8 ¼” x 10 ¼”. Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ⅛” from gutter trim. Book is jogged to head. Head, foot, and outside edge trim ⅛”.

40. BRCs:
   a) Pricing: Contact your sales representative for prices.
   b) BRC specifications: 3 ½” x 5” minimum to 4 ½” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ⅛” for foot trim. Cardstock minimum: 75 lb. bulk or higher.

41. Quantity: Approximately 1,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert, or call Publisher prior to closing date.

42. 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

43. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Non-bleed Sizes</th>
<th>Bleed Sizes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width, Height, Height, Width</td>
<td>Width, Height, Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15½&quot; x 10½&quot; 16½&quot; x 11½&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7½&quot; x 10½&quot; 8½&quot; x 11½&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>7½&quot; x 4½&quot; 8½&quot; x 5½&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>3½&quot; x 10½&quot; 4½&quot; x 11½&quot;</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3½&quot; x 5&quot;</td>
</tr>
</tbody>
</table>

Trim size of Journal: 8 ¼” x 10 ¼”

*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 Healio.com/slackadspecs.

44. Paper Stock:
   a) Inside pages: 60# offset
   b) Covers: 80# gloss

45. Type of Binding: Saddle-stitch

46. Digital Ad Requirements: For specifications go to 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.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

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