

2010 Media Planner

JOURNAL OF

Psychosocial Nursing[®]

AND MENTAL HEALTH SERVICES

Advertising Office

National Account Manager: Kara Datz
Sales Administrator: AnnMarie Randolph-Ferguson

Mindworks Classified/Recruitment Sales Office

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

Publishing Office

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

SLACK[®]
INCORPORATED
A Wyanoke Group Company

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JPNonline.com

VOLUME 47, NUMBER 10 JOURNAL OF OCTOBER 2009

Psychosocial Nursing[®]

AND MENTAL HEALTH SERVICES

Tackling stigma through art projects

Helping nursing students bond with mental health clients

- Clip & Save: Drug Chart**
Sleep disorders—page 13
- Drug processes & the aging body**
What's going on inside—page 15
- Joints, reefers, bong, and bowls**
Update on marijuana—page 19
- Snapshot of seclusion**
Punishing or therapeutic?—page 25
- Matters of the heart**
Patients with depression and a left ventricular assist device—page 43

Earn 4.0 Contact Hours
PAGE 50

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TO ADVERTISE, CONTACT:

Kara Datz

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856-848-1000 x549

RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 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 ten days of invoice date. No discount allowed after this period.
- Black-and-white rates:**

Frequency	One Page	1/2 Page*	1/4 Page
1x	\$2,505	\$1,870	\$1,390
6x	2,465	1,815	1,370
12x	2,425	1,775	1,320
24x	2,370	1,705	1,265
36x	2,255	1,655	1,235
48x	2,135	1,605	1,190
60x	2,070	1,575	1,165
72x	2,010	1,560	1,130
96x	1,935	1,500	1,100
120x	1,915	1,485	1,070
144x	1,890	1,470	1,040
196x	1,860	1,445	1,010
252x	1,835	1,410	980
320x	1,805	1,410	980
412x	1,780	1,410	980

* Horizontal or vertical

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

Charge per color per page or fraction

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

- 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:**

Facing Table of Contents: Earned b/w rate plus 10%. Color additional.
- Discount Programs:**
 - 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.
 - Free Ad Program:** Purchase 6 ads and receive a 7th ad of equal or lesser size free. Purchase 10 ads and receive an 11th and 12th ad of equal or lesser size free.
 - Market Reach Discount:** Advertise the same product, in the same month in the JOURNAL OF PSYCHOSOCIAL NURSING and PSYCHIATRIC ANNALS and receive \$300 off on a page-for-page basis in both publications. Fractional pages receive \$50 off on a page-for-page basis.
 - SLACK Corporate Discount Program:** 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 SLACK Corporate Discount savings in 2011. For details, please see the information sheet enclosed in the media kit.
 - When taking advantage of more than one discount or the SLACK Corporate Discount Program, discounts must be taken in the following order:

Gross cost:

1) Less Free Ad Program	3) Less SLACK Corporate Discount
2) Less Market Reach Discount	4) Less 15% Agency Discount

Equals net cost
- Online Advertising Rates:** Please contact your Sales Representative or visit JPNOnline.com for more information.

- Recruitment/Classified Rates:** Please contact Lori Morro at 800-257-8290 ext. 469, or via e-mail at lmorro@gomindworks.com.

ISSUANCE AND CLOSING

- Established:** January 1963
- Frequency:** 12 times per year
- Issue Dates:** First week of month of issue
- Mailing Date and Class:** Mails within the issue month; Periodical Class
- Closing Dates:**

Issue Date	Ad Closing	Material Due Dates
Jan	12/1/2009	12/18/2009
Feb	1/4/2010	1/15/2010
Mar	2/1/2010	2/15/2010
Apr	3/1/2010	3/19/2010
May	4/1/2010	4/16/2010
Jun	5/3/2010	5/14/2010
Jul	6/1/2010	6/15/2010
Aug	7/1/2010	7/16/2010
Sep	8/2/2010	8/17/2010
Oct	9/1/2010	9/17/2010
Nov	10/1/2010	10/15/2010
Dec	11/1/2010	11/12/2010

- Extensions and Cancellations:**
 - 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:** Provides clinically relevant articles to the psychiatric nurse. Covers all aspects of therapy, treatment modalities, psychopharmacology, and patient care. Includes continuing nursing education quizzes for credit.
- Average Issue Information:**
 - Average number of articles per issue:** 5
 - Average article length:** 8 pages
 - Editorial departments and features:**

Psychopharmacology	Youth in Mind	Letters to the Editor
Clip & Save: Drug Chart	News	Classified Marketplace
Aging Matters	Product Update	CNE Quiz
- Origin of Editorial:**
 - Source:** Original contributions
 - Staff written:** 5%
 - Solicited:** 15%
 - Submitted:** 80%
 - Peer-review:** Yes

CIRCULATION

- Description of Circulation Parameters:**

Psychiatric Nurses	Psychologists	Social Workers
Geriatric Psychiatrists	Psychiatric Community Workers	Allied Services
Psychiatrists		Educators
- Demographic Selection Criteria:**
 - Prescribing:** 10%
 - Circulation distribution:** Paid: 100%
 - Paid information:** Is publication received as part of dues? No
 - Subscription rates:** U.S.: \$89/yr.; Canada: add 5% tax; outside the U.S.: add \$53/yr.
 - Renewal rate:** Paid: 65.5%
- Circulation Verification:**
 - SRDS sworn statement:** June 2009
 - Mailing house:** Publishers Press
- Coverage:**

Hospital based: 51%

Educational institution: 10%
 Outpatient mental health center: 16%
 Private practice: 4%
 Other: 19%

22. Estimated total circulation for 2010: 2,600

GENERAL INFORMATION

23. **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 the Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

24. **New Product Releases:** Yes, in the Product Update section.

25. **Editorial Research:** NA

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

a) **Format:**

1. between articles x 3. stacked
 2. welled 4. within articles x

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

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

28. **Value-Added Services:**

- a) **Custom market surveys:** c) **Bonus distribution**
 Contact Publisher d) **Other:** Advertiser's Index

b) **Focus groups:** Contact Publisher

29. **Full-Text Online:** The JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES offers current and archived full-text articles online at JPNonline.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.

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

31. **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.

32. **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.

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

34. **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" must be prominently displayed in ten point black type in all caps, at the top of the ad.

35. **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

36. **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.

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

38. **Sizes and Specifications:**

	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"

All inserts 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.

39. **Trimming:** Ship folded. Supply size: 83/8" x 111/8" Trim size: 81/8" x 107/8". 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".

40. **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: 75lb bulk or higher.

41. **Quantity:** Full run 4,500 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

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

Ad REQUIREMENTS

43. **Available Advertising Units:**

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page	7" x 10"	8 3/8" x 11 1/8"		
1/2 Page (Vertical)	3 1/4" x 10"	4 3/8" x 11 1/8"		
1/2 Page (Horizontal)	7" x 4 3/4"	8 3/8" x 5 1/2"		
1/3 Page (Vertical)	2 1/8" x 10"			
1/4 Page	3 1/4" x 4 3/4"			

*Note: Hold live area 1/4" from the trim size. If in doubt about size, contact the Slack office.
 Trim size of journal: 81/8" x 107/8"
 To view thumbnails of ad specs, visit slackinc.com/digitalads.

44. **Paper Stock:**

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

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

46. **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.

Send digital materials to: SLACK Incorporated, 6900 Grove Road, Thorofare, NJ 08086-9447, Attn: Diane Bradley, JPN/issue month.

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

Contact Information

Insertion Orders:

Kara Datz
 National Account Manager
 Product Sales
kdatz@slackinc.com
 856-848-1000, ext. 549

Lori Morro, Recruitment
lmorro@gomindworks.com
 800-257-8290, ext. 469

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Materials:

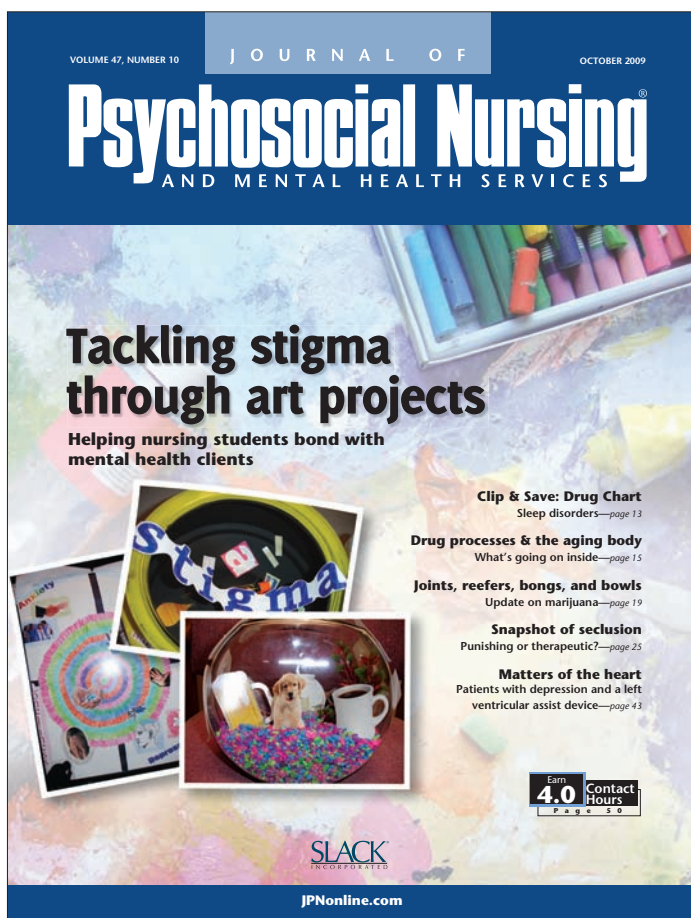
Send inserts to:

Julie Duncan
 JOURNAL OF PSYCHOSOCIAL NURSING
 Publishers Press
 100 Frank E. Simon Ave.
 Shepherdsville, KY 40165

Send digital ad files to:

AnnMarie Randolph-Ferguson
 JOURNAL OF PSYCHOSOCIAL NURSING
 6900 Grove Road
 Thorofare, NJ 08086-9447
 856-848-1000, ext. 263

JOURNAL OF Psychosocial Nursing[®] AND MENTAL HEALTH SERVICES



The JOURNAL OF PSYCHOSOCIAL NURSING AND MENTAL HEALTH SERVICES is a monthly peer-reviewed magazine for mental health nurses in clinical, academic, and research positions in a variety of community and institutional settings.

The Journal provides the most up-to-date, practical information available for today's psychosocial nurse including short contributions about psychopharmacology, case studies with treatment how-tos, mental health care of older adults, and child/adolescent disorders and issues. The Journal includes clinically relevant original articles, letters to the editor, news, and product updates.

As an added benefit to the Journal, each monthly issue contains a Clip & Save: Drug Chart, a one-page resource of up-to-date information on current medications for psychiatric illnesses, including attention-deficit/hyperactivity disorder, anxiety disorders, bipolar disorders, depression, and schizophrenia. Continuing Nursing Education credit articles are available.

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 2,600 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.

Give your ad the high exposure it deserves

72% of readers discuss or pass along their copies of JPN to their colleagues, patients, or students.

89% read at least 3 out of the last 4 issues.

91% of readers file the publication or clip/save selected articles for future use.

Source: SLACK Incorporated, Journal of Psychosocial Nursing and Mental Health Services Readership Survey, 2007.

Extend your reach with bonus distributions

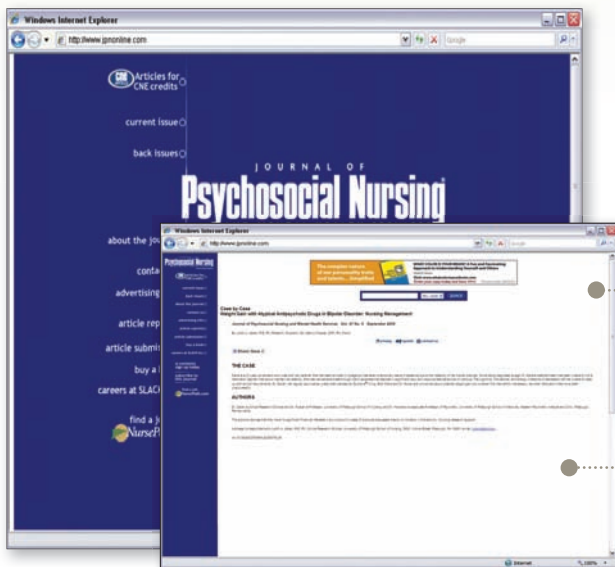
At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings:

19,000 attendees	American Psychiatric Association New Orleans, LA - May 22-27 - May Issue
2,000 attendees	National League for Nursing Education Summit Las Vegas, NV - September 29-October 2 - September Issue
900 attendees	American Psychiatric Nurses Association Louisville, KY - October 13-16 - October Issue
3,500 attendees	Gerontological Society of America New Orleans, LA - November 19-23 - November Issue

Online Advertising

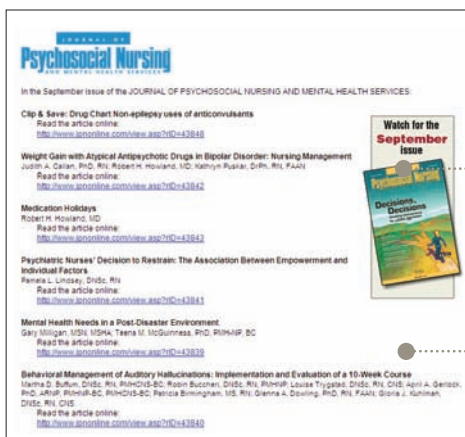
Save \$500

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 800 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 JPNOnline.com.

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