



CIN

- Computers
- Informatics
- Nursing

www.CINjournal.com

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i GENERAL INFORMATION

1. **ISSUANCE:** Bimonthly.
January, March, May, July, September, and November.
2. **ESTABLISHED:** 1983.
3. **ORGANIZATION AFFILIATION:** Endorsed member benefit of AMIA, HIMSS, and all other member organizations of the Alliance for Nursing Informatics.

4. EDITORIAL FOCUS:

CIN: Computers Informatics Nursing covers the application of computer technology to contemporary nursing practice, explaining the "how-to" and "why" at each step of the way. From the computer novice to experienced user, *CIN* offers a complete package that delivers realistic solutions in high-quality, peer-reviewed articles. Readers discover how to use technology to save time and money, increase productivity, and improve communication. Departments and columns reexamine assumptions and analyze new trends.

5. BONUS DISTRIBUTION:

CIN: Computers Informatics Nursing will receive bonus distribution at the following nursing meetings in 2005:

- HIMSS
- Rutgers Nursing Informatics Conference
- Nursing2005 Symposium
- AACN
- Nursing Management Congress
- AONE
- NSNA
- ANIA
- NNSDO
- AMIA

Contact Sales Representatives for specific issue(s) information.

6. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to approval of Publisher and Editor.

7. PLACEMENT POLICY OF ADVERTISING:

Precedes and follows editorial sections and appears on covers.

8. STAFF:

Editor-in-Chief: Leslie H. Nicoll, PhD, MBA, RN
 Publisher: Beth Guthy, E-mail: bguthy@lww.com
 Director of Advertising Sales: Greg Pessagno
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C CIRCULATION

9. **CIRCULATION:** 3,000 PAID.

10. **MARKET:** Nurse managers, patient care executives, nurses in direct patient care, nurse educators and researchers using computers, information specialists in hospitals, community health settings, universities and ambulatory care.

\$ RATES

11. **RATES:** (Effective January 2005).

Frequency	1 Page	1/2 Page	1/4 Page
1x	\$1,075	\$760	\$475
3x	935	680	395
6x	865	605	385
12x	830	600	360
24x	795	560	325
36x	765	530	285

Earned page rate is determined by the number of insertions per calendar year. Space purchased by parent company and subsidiaries are combined.

12. CLOSING DATES FOR SPACE/MATERIALS:

Reservations and Cancellations:

15th of the month preceding month of issue.

Materials: 20th of the month preceding month of issue.

Typesetting: Allow 2 extra weeks.

13. COLOR:

	Per Page or Fraction
Standard Color:	\$585
Matched Color:	\$660
3-color, 4-color:	\$1,150

14. CLASSIFIED:

Line Classified: \$26 per line
 Minimum per ad: \$130
 Display classified ads available

15. SPECIAL POSITIONS:

Premium over earned B&W page rate.

- a. Cover 4: 50%
- b. Cover 2: 30%
- c. Cover 3: 25%

16. BLEED: No charge.

17. AGENCY COMMISSION: 15%.



MECHANICAL REQUIREMENTS

18. JOURNAL TRIM SIZE: 8¹/₈" x 11".

Safety allowance for live matter: 1/2" from trim.

19. AD PAGE SIZES:

<u>Page Size</u>	<u>NON-BLEED</u>		<u>BLEED</u>	
	<u>Width</u>	<u>Height</u>	<u>Width</u>	<u>Height</u>
<u>Height</u>				
Full Page	7" x	10"	8 ¹ / ₄ " x	11 ¹ / ₄ "
1/2 Page (Vertical)	3 ³ / ₈ " x	10"		
1/2 Page (Horizontal)	7" x	4 ⁷ / ₈ "		
1/4 Page	3 ³ / ₈ " x	4 ⁷ / ₈ "		

20. TYPE OF BINDING: Perfect.

21. PRINTING PROCESS: Offset/sheet fed.

22. PAPER STOCK:

Inside pages: 60 lb. offset.

Covers: 80 lb. coated.

23. MATERIALS SUBMISSION:

Digital files preferred. Ad materials submitted for 4/c electronic ads must be saved as CMYK. All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hardcopy proof. Submit on disk (Zip or CD), Mac or PC format, using QuarkXPress, Photoshop, or Illustrator software. Supply a list of all supporting art files. Files must be TIFF, PDF, or EPS format, high resolution at 300 dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts. E-mailed files should be no larger than 3MB. If film is received, it will be converted at the advertiser's expense.

Proofs: Required for all methods of ad submission (including e-mail). Supply a chromalin/printer quality color proof that matches the supplied digital ad at 100% size. Standard Web Offset Printing (SWOP) Press proof or SWOP Off-Press Proof (Kodak Approval or equivalent) is required for color guidance on press. If a color proof is not supplied, LWW will produce one at the advertiser's expense and will print to SWOP standards. LWW assumes no responsibility for final printing of the ad in the event that a chromalin/printer quality color proof is not provided.

25. INSERTS:

- a. Sizes: 8¹/₄" x 11¹/₄"
A 5/8" lip is required at high folio for binding all multiple leaf inserts.
- b. Trimming: Keep live matter 1/2" from trim.
- c. Stockweight: Maximum 80 lb. coated.
- d. Quantity: Consult Sales Representative.
- e. Insert Shipping Instructions: Carton packing preferred. Publication, quantity and date must be clearly indicated.
- f. Availability: Two to twelve pages. All inserts including BRCs and gatefolds must be approved in advance.
- g. Acceptance: AMP insert guidelines. Sample of insert must be submitted to Advertising Sales Office for approval.
- h. Rates: Two-page insert: 2 times earned b/w page rate
Four-page insert: 4 times earned b/w page rate.
Larger units, gatefolds, BRCs: consult Sales Representative.

26. DISPOSITION OF REPRODUCTION MATERIAL:

Material will be held for one year from date of insertion and then destroyed unless specifically instructed otherwise.

27. ADDRESSES:

- a. Display product and all recruitment (line and display), advertisement insertion orders and reproduction materials: Lippincott Williams & Wilkins, *CIN: Computers Informatics Nursing* (issue date), 323 Norristown Road, Suite 200, Ambler, PA 19002, Attn: Diane Shapiro.
- b. Inserts: George H. Buchanan Company, *CIN: Computers Informatics Nursing* (issue date), 2 Mallard Court, Bridgeport, NJ 08014, Attn: Ken Donaberger.