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2021 MEDIA KIT

The Journal of Obstetric, Gynecologic & Neonatal Nursing
Nursing for Women’s Health
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Click to view

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By the Numbers

Print Circulation

**14,442**

Average Monthly Pageviews*

**63,338**

Average Monthly Visits*

**32,049**

Average Unique Visitors*

**26,704**

Opt-in Email Subscribers†

**23,823**

Print Circulation

**14,293**

Average Monthly Pageviews*

**24,936**

Average Monthly Visits*

**14,170**

Average Unique Visitors*

**12,176**

Opt-in Email Subscribers†

**22,064**

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AWHONN

Society Overview

AWHONN Members

Practice in Hospitals 84%
Have a Bachelor’s Degree or Higher 78%
Prescribe/Counsel or Recommend Medication 48%

AWHONN members are the voice for perinatal, women’s health and neonatal nursing, 66% of which influence purchase decisions.

Primary Clinical Focus

Perinatal 82%
Women’s Health 9%
Neonatal 6%
High Risk 3%

Majority of Time Spent

Direct Patient Care 54%
Developmental and Education 29%
Supervision and Administration 17%

Total Society Membership 24,719
Society members that receive JOGNN and NWH in print 14,293
All society members have access to JOGNN and NWH online.

Our Mission:
The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) is a 501(c)3 nonprofit membership organization that promotes the health of women and newborns. Our mission is to improve and promote the health of women and newborns and to strengthen the nursing profession through the delivery of superior advocacy, research, education and other professional and clinical resources to nurses and other health care professionals.

Contact AWHONN

Carolyn Davis Cockey, MLS, LCCE
Director of Publications
Tel: 800-673-8499 x 1464
Email: carolyndc@awhonn.org

*Among all members. AWHONN Membership Self-Reported Data, 2018
Reader Demographics

**Highest Academic Degree**
- BS/BSN: 41%
- MS/MN: 39%
- Diploma/Associate: 8%
- No answer: 1%
- PhD: 3%
- EdD: 1%
- DNP: 6%

**Age Group**
- No answer: 1%
- ≤19: 6%
- 20-29: 6%
- 30-39: 16%
- 40-49: 21%
- 50-59: 28%
- 60-69: 25%
- ≥70: 3%

**Median Age**
- 52

**Primary Practice Location**
*JOGNN* Readers work in the following practice settings:
- Hospital (Inpatient): 68%
- Academia: 17%
- Hospital (Outpatient): 7%
- Birthing Center: 6%
- Clinic/Ambulatory Care: 6%
- Public Health: 1%
- Other: 10%

**Primary Clinical Focus**
The primary clinical focus for *JOGNN* readers includes the following:
- Intrapartum: 67%
- Mother/Baby: 30%
- Antepartum: 14%
- Post Partum: 6%
- Breastfeeding/Lactation: 4%
- Gynecology: 4%
- Well Baby Nursery: 3%
- Other: 9%

*JOGNN Readex Readership Study, 2019*
**JOGNN READERSHIP**

**Practice Roles and Functions Performed**

**Regular Part of Practice**

- Maternal Assessment: 78%
- Breastfeeding: 77%
- Fetal Heart Monitoring: 73%
- Obstetric Patient Safety: 70%
- Labor Induction: 66%
- Labor Support: 65%
- Labor Augmentation: 65%
- Postpartum Mother/Baby Care: 64%
- Maternal/Fetal Triage: 64%
- Cesarean Surgery/OB OR: 62%
- Newborn Assessment, Complications: 61%
- Cesarean Surgery Recovery: 61%
- Perinatal Care: 60%

*JOGNN Readex Readership Study, 2019*
Script Writing

Prescriptive Authority and Medication/Product Recommendations

- Counseling/Educate patients on use of medications and/or OTC products: 61%
- Recommend medication and/or OTC products: 19%
- Have prescriptive authority: 6%

Drugs Ordered/Recommended, by Indication

- Analgesics, Antipyretics: 32%
- Nausea, Vomiting: 24%
- Labor Pain: 23%
- Vaccines: 21%
- Labor Induction: 19%
- Vitamins: 17%
- Cervical Ripening: 15%
- Prenatal Nutrition, including Vitamins: 15%
- Antibiotics: 14%
- Uterotonic for Bleeding/Hemorrhage: 14%

*JOGNN Readex Readership Study, 2019
### Drugs Ordered/Recommended, by Indication (Alphabetical)

<table>
<thead>
<tr>
<th>Category/Indication</th>
<th>Ordered/Recommended</th>
<th>Category/Indication</th>
<th>Ordered/Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analgesics, antipyretics</td>
<td>32%</td>
<td>Anticoagulants</td>
<td>4%</td>
</tr>
<tr>
<td>Nausea, vomiting</td>
<td>24%</td>
<td>Antifungals</td>
<td>4%</td>
</tr>
<tr>
<td>Labor pain</td>
<td>23%</td>
<td>Asthma</td>
<td>4%</td>
</tr>
<tr>
<td>Vaccines</td>
<td>21%</td>
<td>Hormones, hormone replacement</td>
<td>4%</td>
</tr>
<tr>
<td>Labor induction</td>
<td>19%</td>
<td>Opioid agonist pharmacotherapy</td>
<td>4%</td>
</tr>
<tr>
<td>Vitamins</td>
<td>17%</td>
<td>Edema</td>
<td>3%</td>
</tr>
<tr>
<td>Cervical ripening</td>
<td>15%</td>
<td>Isoimmunization prevention</td>
<td>3%</td>
</tr>
<tr>
<td>Prenatal nutrition, including vitamins</td>
<td>15%</td>
<td>Psychiatric/mood disorders</td>
<td>3%</td>
</tr>
<tr>
<td>Antibiotics</td>
<td>14%</td>
<td>Chronic illnesses</td>
<td>2%</td>
</tr>
<tr>
<td>Hypertension</td>
<td>14%</td>
<td>Endometriosis</td>
<td>2%</td>
</tr>
<tr>
<td>Uterotonics for bleeding/hemorrhage</td>
<td>14%</td>
<td>Osteoporosis prevention</td>
<td>2%</td>
</tr>
<tr>
<td>Antiemetics</td>
<td>13%</td>
<td>Amoebicides</td>
<td>1%</td>
</tr>
<tr>
<td>Tocolytics</td>
<td>13%</td>
<td>Anthelmenties</td>
<td>1%</td>
</tr>
<tr>
<td>Anemia</td>
<td>12%</td>
<td>Infertility</td>
<td>1%</td>
</tr>
<tr>
<td>Gestational diabetes</td>
<td>11%</td>
<td>Weight management</td>
<td>1%</td>
</tr>
<tr>
<td>Gastrointestinal distress</td>
<td>8%</td>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Antidepressants</td>
<td>6%</td>
<td>Anti TB drugs</td>
<td>—</td>
</tr>
<tr>
<td>Common acute Illnesses</td>
<td>5%</td>
<td>Epilepsy</td>
<td>—</td>
</tr>
</tbody>
</table>

*JOGNN Readex Readership Study, 2019*
Comparative Readership & Value

**Journal Readership: Frequently or Sometimes**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Reading Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOGNN</td>
<td>92%</td>
</tr>
<tr>
<td>Nursing for Women's Health</td>
<td>78%</td>
</tr>
<tr>
<td>MCN: The American Journal of Maternal-Child Nursing</td>
<td>41%</td>
</tr>
<tr>
<td>Journal of Perinatal and Neonatal Nursing</td>
<td>38%</td>
</tr>
<tr>
<td>Advances in Neonatal Care</td>
<td>22%</td>
</tr>
<tr>
<td>Birth: Issues in Neonatal Care</td>
<td>22%</td>
</tr>
<tr>
<td>Journal of Midwifery and Women's Health</td>
<td>18%</td>
</tr>
<tr>
<td>Neonatal Network</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Journal as a Resource in Work**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Reading Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOGNN</td>
<td>88%</td>
</tr>
<tr>
<td>Nursing for Women's Health</td>
<td>76%</td>
</tr>
<tr>
<td>MCN: The American Journal of Maternal-Child Nursing</td>
<td>46%</td>
</tr>
<tr>
<td>Journal of Perinatal and Neonatal Nursing</td>
<td>43%</td>
</tr>
<tr>
<td>Advances in Neonatal Care</td>
<td>29%</td>
</tr>
<tr>
<td>Birth: Issues in Neonatal Care</td>
<td>27%</td>
</tr>
<tr>
<td>Journal of Midwifery and Women's Health</td>
<td>21%</td>
</tr>
<tr>
<td>Neonatal Network</td>
<td>18%</td>
</tr>
</tbody>
</table>

*JOGNN Readex Readership Study, 2019*
AWHONN Journals Media Opportunities

Combined frequency discounts available for print advertisers running in both journals. Banner ads on journal websites sold on an impression basis. Banner ads on journal eTOCs sold on a banner/eTOC.

Additional discounts available to AWHONN Strategic Alliance Partners.*

*Contact your sales representative for details.
Editorial Direction

JOGNN is a premier resource for healthcare professionals committed to clinical scholarship that advances the health care of women and newborns. With a focus on nursing practice, JOGNN addresses the latest research, practice issues, policies, opinions, and trends in the care of women, childbearing families, and newborns.

This peer-reviewed scientific and technical journal is highly respected for groundbreaking articles on important issues. Articles published in JOGNN emphasize research evidence and clinical practice and build science and clinical applications. The Editor seeks clinical, policy, and research manuscripts on the evidence that supports current best practice and developing or emerging practice trends. A balance of quantitative and qualitative research with an emphasis on biobehavioral outcome studies and intervention trials is desired. Manuscripts are welcomed on all subjects focused on the care of women, childbearing families, and newborns.

Established 1972

Issuance 6 times per year

Circulation 14,442

Impact Factor 1.250

Website www.jognn.org

Social Media Facebook Twitter

Editor-in-Chief Nancy K. Lowe, RN, CNM, PhD, FACNM, FAAN

Publisher Josh Spieler

Society The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)
THE JOURNAL OF OBSTETRIC, GYNECOLOGIC & NEONATAL NURSING (JOGNN)

Circulation & Readership

JOGNN Readership

98% of recipients read JOGNN on a regular basis.

JOGNN is highly valued by its readers.

Percentage of readers who agree that JOGNN:

Is relevant to patient care 95%
Publishes articles important to my professional work 95%
Keeps me abreast of the latest research and scholarship 94%
Publishes articles that I share with colleagues and others 82%
Is the most important journal in my field 78%

Method of Reading/Accessing JOGNN

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>98%</td>
</tr>
<tr>
<td>Table of Contents Email Alert</td>
<td>71%</td>
</tr>
<tr>
<td>Online</td>
<td>59%</td>
</tr>
<tr>
<td>Social Media Links (eg, Facebook, Twitter)</td>
<td>38%</td>
</tr>
</tbody>
</table>

Pass-along Readers*

- Pass-along Readers: 18,580
- Circulation: 14,293
- Total Potential Reach: 32,873

*JOGNN Readex Readership Study, 2019
Editorial Overview

Editorial Direction
Nursing for Women’s Health aims to educate, guide and report on evidence, trends and news related to women’s health across the lifespan (including but not limited to the reproductive period) and obstetric and neonatal nursing. The tone is practical, while upholding high standards for evidence-based, scholarly content.

Nursing for Women’s Health publishes a variety of manuscript types and topics, including:

- Original research with a clinical focus
- Review articles
- Quality improvement projects
- Practice innovations and trends
- Case studies
- Management of individual patients and patient populations
- Public health and health promotion
- Diseases and conditions
- Ethical and legal trends
- Health care policy, legislative or advocacy articles
- Commentaries
- Personal essays
- Letters to the editor

Established 1997

Issue 6 times per year

Circulation 14,293

Website www.nwhjournal.org

Social Media Facebook Twitter

Editor-in-Chief
Mary C. Brucker, PhD, CNM, FACNM, FAAN

Publisher
Josh Spieler

Society
The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)
NURSING FOR WOMEN’S HEALTH (NWH)

Circulation & Readership

NWH Readership

98% of recipients read NWH on a regular basis.

NWH is highly valued by its readers.

Percentage of readers who agree that NWH:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishes articles important to my professional work</td>
<td>98%</td>
</tr>
<tr>
<td>Is relevant to patient care</td>
<td>95%</td>
</tr>
<tr>
<td>Keeps me abreast of the latest research and scholarship</td>
<td>92%</td>
</tr>
<tr>
<td>Publishes articles that I share with colleagues and others</td>
<td>82%</td>
</tr>
<tr>
<td>Is the most important journal in my field</td>
<td>73%</td>
</tr>
</tbody>
</table>

Pass-along Readers*

Total Potential Reach: 31,444

Circulation: 14,293

Pass-along Readers: 17,151
**PRINT ADVERTISING OPPORTUNITIES**

**Print Rates & Closing Dates**

### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,285</td>
<td>$2,655</td>
<td>$1,755</td>
</tr>
<tr>
<td>3x</td>
<td>$4,125</td>
<td>$2,545</td>
<td>$1,645</td>
</tr>
<tr>
<td>6x</td>
<td>$4,010</td>
<td>$2,485</td>
<td>$1,575</td>
</tr>
<tr>
<td>12x</td>
<td>$3,870</td>
<td>$2,395</td>
<td>$1,440</td>
</tr>
<tr>
<td>24x</td>
<td>$3,725</td>
<td>$2,375</td>
<td>—</td>
</tr>
<tr>
<td>36x</td>
<td>$3,615</td>
<td>$2,225</td>
<td>—</td>
</tr>
</tbody>
</table>

### Color Rates

| 4 Color | $2,520 |

### Premium Positions

- **Cover 4**: 50% B/W page rate
- **Cover 2**: 50% B/W page rate
- **Cover 3**: 35% B/W page rate
- **Facing TOC**: 25% B/W page rate
- **Facing first text**: 25% B/W page rate
- **Facing masthead**: 25% B/W page rate

### Cover Tips

- **$8,500 Net**

Client Provided (Standard size, 2-sided); please contact your sales representative for larger unit pricing.

### Outserts

- **$9,000 Net**

Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

### Closing Dates

#### JOGNN

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/11/20</td>
<td>12/16/20</td>
<td>12/23/20</td>
</tr>
<tr>
<td>March</td>
<td>2/12/21</td>
<td>2/18/21</td>
<td>2/25/21</td>
</tr>
<tr>
<td>May</td>
<td>4/14/21</td>
<td>4/19/21</td>
<td>4/26/21</td>
</tr>
<tr>
<td>July</td>
<td>6/15/21</td>
<td>6/18/21</td>
<td>6/25/21</td>
</tr>
<tr>
<td>September</td>
<td>8/16/21</td>
<td>8/19/21</td>
<td>8/26/21</td>
</tr>
<tr>
<td>November</td>
<td>10/18/21</td>
<td>10/21/21</td>
<td>10/28/21</td>
</tr>
</tbody>
</table>

#### NWH

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/7/21</td>
<td>1/12/21</td>
<td>1/20/21</td>
</tr>
<tr>
<td>April</td>
<td>3/10/21</td>
<td>3/15/21</td>
<td>3/22/21</td>
</tr>
<tr>
<td>June</td>
<td>5/11/21</td>
<td>5/14/21</td>
<td>5/21/21</td>
</tr>
<tr>
<td>August</td>
<td>7/9/21</td>
<td>7/14/21</td>
<td>7/21/21</td>
</tr>
<tr>
<td>October</td>
<td>9/9/21</td>
<td>9/14/21</td>
<td>9/21/21</td>
</tr>
<tr>
<td>December</td>
<td>11/8/21</td>
<td>11/11/21</td>
<td>11/18/21</td>
</tr>
</tbody>
</table>

*All ads must go through an approval process.*
### PRINT ADVERTISING OPPORTUNITIES

#### Bonus Distribution

**American Congress of Obstetricians and Gynecologists (ACOG)**  
April 30-May 3, 2021 (Washington, DC)

<table>
<thead>
<tr>
<th>JOGNN</th>
<th>March/April 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>NWH</td>
<td>April/May 2021</td>
</tr>
</tbody>
</table>

**AWHONN**  
2021 (TBD)

<table>
<thead>
<tr>
<th>JOGNN</th>
<th>TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>NWH</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**Banner Positions**

**JOGNN and NWH, Homepage**

- Leaderboard: 728 x 90
- Skyscraper: 160 x 600
- Rectangle: 300 x 250

**JOGNN and NWH, Rest of Site (ROS)**

- Leaderboard: 728 x 90
- Skyscraper: 160 x 600

**Sticky Banners**

Leaderboard remains in place during scroll for 8 seconds.

**Rate**

$90 CPM Net/Geotarget

**Monthly Metrics***

<table>
<thead>
<tr>
<th>JOGNN</th>
<th>NWH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JOGNN</strong></td>
<td><strong>NWH</strong></td>
</tr>
<tr>
<td><a href="http://www.jognn.org">www.jognn.org</a></td>
<td><a href="http://www.nwhjournal.org">www.nwhjournal.org</a></td>
</tr>
<tr>
<td>Pageviews: 63,338</td>
<td>Pageviews: 24,936</td>
</tr>
<tr>
<td>Unique Visitors: 26,704</td>
<td>Unique Visitors: 12,176</td>
</tr>
<tr>
<td>Visits: 32,049</td>
<td>Visits: 14,170</td>
</tr>
</tbody>
</table>

*Adobe Analytics: Average of Jan 2020-Sep 2020
Table of Contents Email (eTOC) Advertising

**eTOCs**

Each month, registered subscribers receive the Table of Contents (TOC) email for AWHONN journals. On the odd months for JOGNN, and on the even months for NWH, which provides a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

**Banner Positions**

- **Leaderboard**  728 x 90
- **Skyscraper**  160 x 600
- **Rectangle**  300 x 250

**Metrics**

- **JOGNN**
  - Opt-in Distribution  23,823
  - Average Open Rate  17.7%

- **NWH**
  - Opt-in Distribution  22,064
  - Average Open Rate  17.4%

**Rate**

- $2,000/banner

---

*Epsilon: September 2020
Targeted Media Advertising Opportunities

Topic Collections

Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by AWHONN’s JOGNN and NWH editorial boards, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Current JOGNN and NWH Topic Collections include:
- JOGNN Health Care Improvement and Evaluation
- Women, Infants, and Opioids

Sponsorship includes the following:
- Banner placement on the journal website’s topic collection “landing pages.”
- Placement of leaderboard banner on email campaign targeting your specialty audience with three month commitment targeting your specialty audience.

Banner Positions

<table>
<thead>
<tr>
<th>Banner Position</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, top</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Rate
Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.
Strategically position your brand alongside trusted, relevant content

**Editorial Supplements**
A supplemental publication containing a group of papers on a specific topic, which is then mailed with the publication and also available online.

**Rate**
Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.*
The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing
- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

*Footnote (2 columns)
Reprint Capabilities (continued)

Digital Reprints

**E-Premier**
Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

*View a demo*

**Linkards:**
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

**QR Codes**
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

Order Reprints Online
Visit us at [www.reprints.elsevier.com](http://www.reprints.elsevier.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process
Print Media

Mechanical Specifications

**JOGNN**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-3/8” x 10-7/8”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-7/8” x 10-3/8”</td>
<td>8-5/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>17” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-5/8” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-7/16” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges.

Binding                Perfect; jogs to head

Printing process       Web

Halftone screen        Cover, 150 line screen
                       Text, 150 line screen

**NWH**

<table>
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</tr>
</tbody>
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Keep live matter 1/4” from all trim edges.

Binding                Perfect; jogs to head

Printing process       Litho Web

**Print Ad Specifications**

**File Format**

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- Adobe InDesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

*When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

**Images**

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the...
SPECIFICATIONS

Print Media (continued)

minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-styled fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

• Final size must meet journal trim size and include 1/8” bleed image on all four sides.
• Files will include trim marks with a minimum 3/16” offset
• Supply as single page files only
• Right Reading, Portrait Mode, 100% size, No rotation.
• No content is to be within 1/4” of all trim edges.
• All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
• All color ads should be supplied as composite files.
• Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
• Embedded images should not be scaled, cropped/ masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
• DO NOT nest EPS files within EPS files.
• All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.

• Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
### SPECIFICATIONS

#### Print Media (continued)

Proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

**Delivery**
Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**Conformance to Specs**
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

**Insert Requirements:**

<table>
<thead>
<tr>
<th>2-page insert</th>
<th>8-3/8” x 11-1/8”</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-page insert</td>
<td>16-3/4” x 11-1/8”, furnish folded to 8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Trimming</td>
<td>1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a ½” safety must also be applied to both sides of the gutter/spine.</td>
</tr>
<tr>
<td>Insert Stock Weight</td>
<td>For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.</td>
</tr>
<tr>
<td>Closing Date for Booking Inserts</td>
<td>Same as ad space closing</td>
</tr>
</tbody>
</table>

**Insert Delivery Date**
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

**Insert Quality**
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

**Insert Packing & Shipping Instructions**
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

**Insert Shipment Address**

*Journal of Obstetric, Gynecologic & Neonatal Nursing*
Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Elsevier Team

*Nursing for Women’s Health*
Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Elsevier Team

**Disposition of Reproduction Material**
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

---

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Journal Website Banner Ads

**Creative Sizes**

**Leaderboard** 728 x 90
Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Skyscraper** 160 x 600
Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

**Large Rectangle** 300 x 250
Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

**Specifications**

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>200KB max</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>Animated GIF</strong></td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td><strong>File Format</strong></td>
<td>.gif, .jpg or .swf [rich media]</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Rich Media and HTML5</strong></td>
<td>Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
</tbody>
</table>

*Generic list of non-content pages available upon request though will vary by journal*
Rich Media Expanding & HTML In-Page Ads*

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>728 x 315</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>160 x 600</td>
</tr>
<tr>
<td>Expands ◄ left (maximum size)</td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td>Expands ► right (maximum size)</td>
<td>600 x 250</td>
</tr>
</tbody>
</table>

### Rich Media Specifications

<table>
<thead>
<tr>
<th></th>
<th>Desktop/Tablet</th>
<th>HTML5, 150KB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial Size</strong></td>
<td></td>
<td>150KB</td>
</tr>
<tr>
<td><strong>Subsequent Size</strong></td>
<td></td>
<td>2.2 MB</td>
</tr>
<tr>
<td><strong>Back-up .gif</strong></td>
<td></td>
<td>200KB</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td></td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td><strong>Video</strong></td>
<td></td>
<td>No</td>
</tr>
<tr>
<td><strong>Max Video File Size</strong></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Expansion Method</strong></td>
<td></td>
<td>On click</td>
</tr>
<tr>
<td><strong>Hotspot requirements</strong></td>
<td></td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td><strong>Close Button Requirements</strong></td>
<td></td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Ads served via DFP by Google

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*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
### Digital Media (continued)

#### SPECIFICATIONS

**Email Specifications**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>

**Creative Sizes**

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Table of Contents (TOC) Email Banner Ads**

- **Leaderboard**: 728 x 90 pixels
- **Wide Skyscraper**: 160 x 600 pixels
- **Large Rectangle**: 300 x 250 pixels
Contacts

Integrated Advertising

Kelley Russell
National Sales Manager
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Tel: 214-704-4628
Email: kelley.russell@wt-group.com
Visit www.elsmediakits.com to view other media kits and rate cards.

Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3649
Fax: 212-633-3846
Email: le.sylvester@elsevier.com
Send new print ad files and submit pickup ads to www.ads4els.com

Multimedia Publishing

Brian Jenkins
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-462-1924
Fax: 212-633-3846
Email: b.jenkins@elsevier.com

Recruitment & Classified Advertising

Alexis Graber
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 201-466-3846
Fax: 212-633-3846
Email: a.graber@elsevier.com

Recruitment & Classified Production

Jaichand Ramsaroop
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3690
Fax: 212-633-3846
Email: j.ramsaroop@elsevier.com