



# The Journal of Obstetric, Gynecologic & Neonatal Nursing

## Nursing for Women's Health



Association of Women's Health,  
Obstetric and Neonatal Nurses

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# Table of Contents



Association of Women's Health,  
Obstetric and Neonatal Nurses

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Association of Women's Health,  
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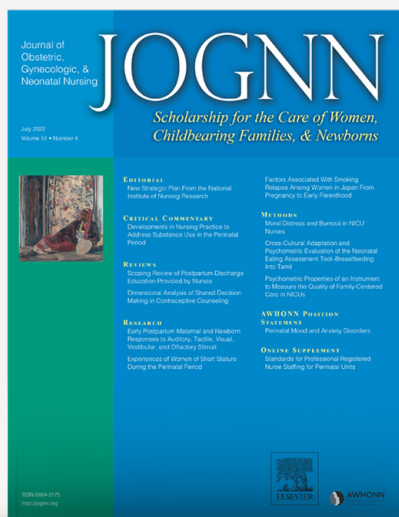
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# By the Numbers



Association of Women's Health,  
Obstetric and Neonatal Nurses



Print Circulation

13,330

Average Monthly Pageviews\*

62,844

Average Monthly Visits\*

35,953

Average Unique Visitors\*

30,443

Opt-in Email Subscribers†

22,037



Print Circulation

13,669

Average Monthly Pageviews\*

21,198

Average Monthly Visits\*

11,743

Average Unique Visitors\*

10,482

Opt-in Email Subscribers†

20,206

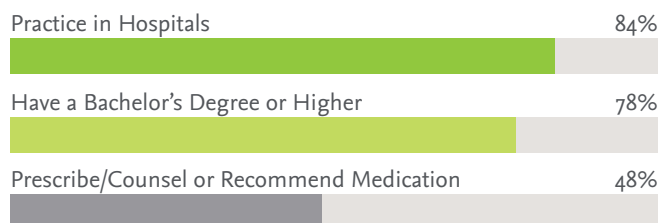


\*Adobe Analytics, averages of January-June, 2022

†Amazon SES, averages of January-June, 2022

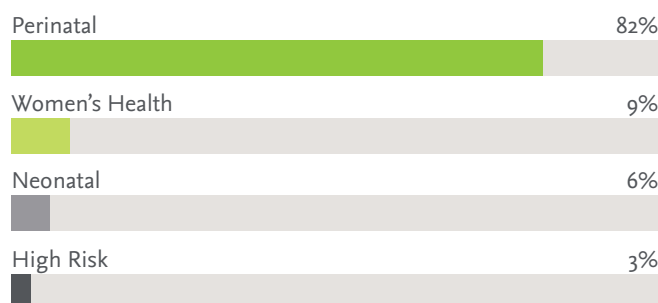
# Society Overview

## AWHONN Members

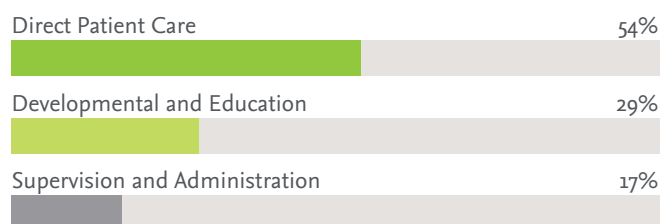


AWHONN members are the voice for perinatal, women's health and neonatal nursing, **66% of which influence purchase decisions**

## Primary Clinical Focus



## Majority of Time Spent



Total Society Membership	24,719
--------------------------	--------

Society members that receive <i>JOGNN</i> and <i>NWH</i> in print	14,293
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All society members have full 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**

Senior Director, Strategic Partnerships & Publications

Tel:	202-261-1464
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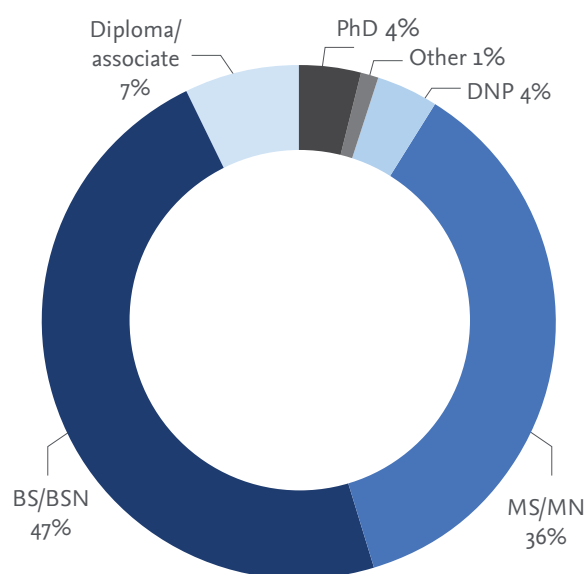
Email:	carolyndc@awhonn.org
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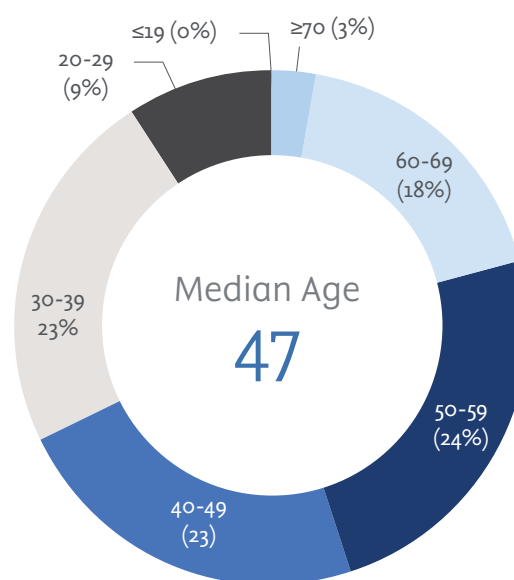
\*Among all members. AWHONN Membership Self-Reported Data, 2018

# Reader Demographics

### Highest Academic Degree



### Age Group



### Primary Practice Location

JOGNN Readers work in the following practice settings:

Inpatient (hospital)	71%
Academia	16%
Outpatient (hospital, birth center, etc.)	10%
Clinic/Ambulatory Care	10%
Birthing center	5%
Public health	4%
Home health care	1%
Other	8%

### Primary Clinical Focus

The primary clinical focus for JOGNN readers includes the following:

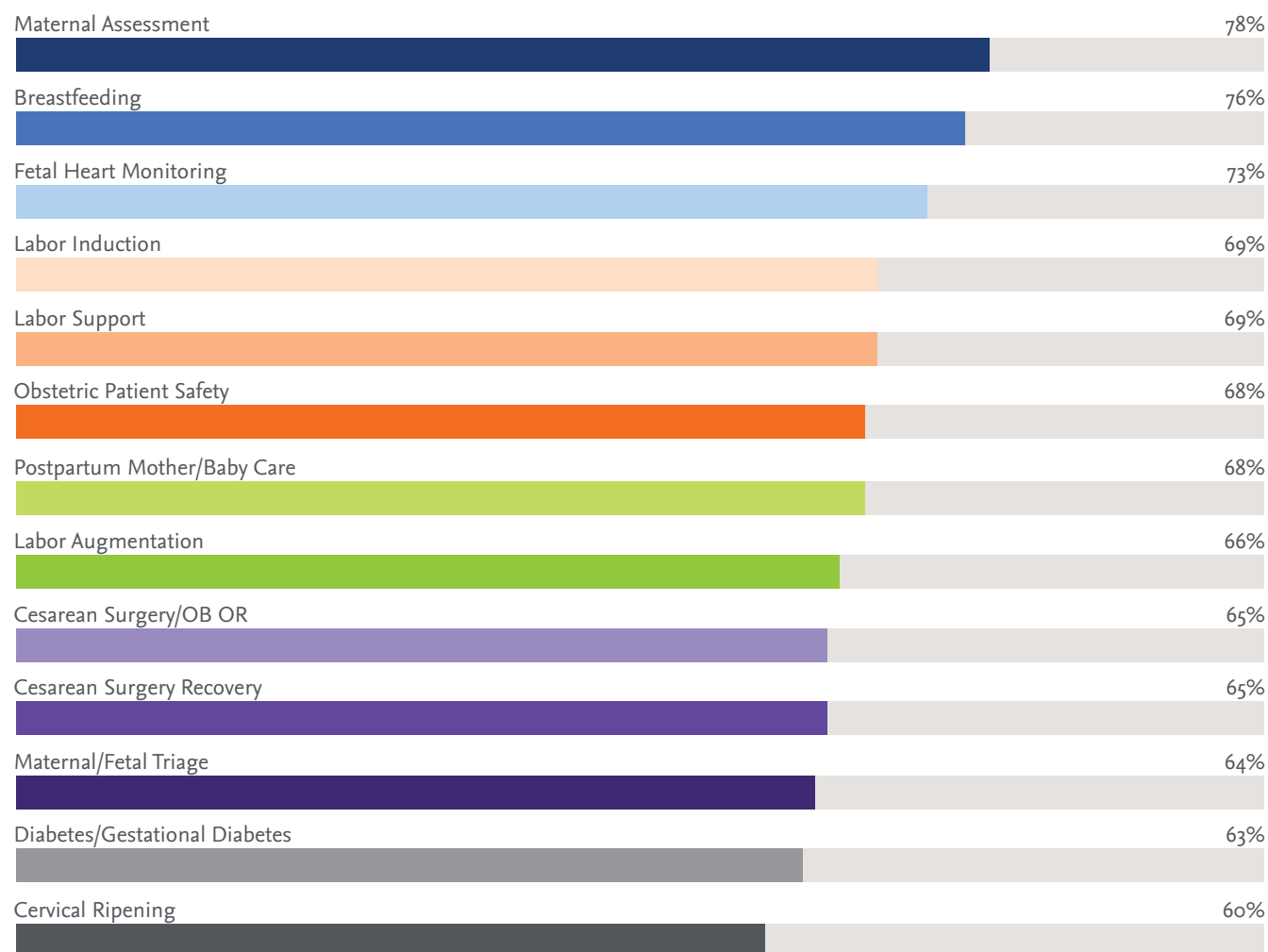
Intrapartum (includes LDR/LDRP & L&D)	72%
Mother/Baby	32%
Antepartum	20%
Postpartum	10%
Breastfeeding/Lactation	8%
Neonatal intensive care, intermediate nursery	8%
Gynecology	5%
Well baby nursery	4%
Other	8%



\*Signet Research, 2021

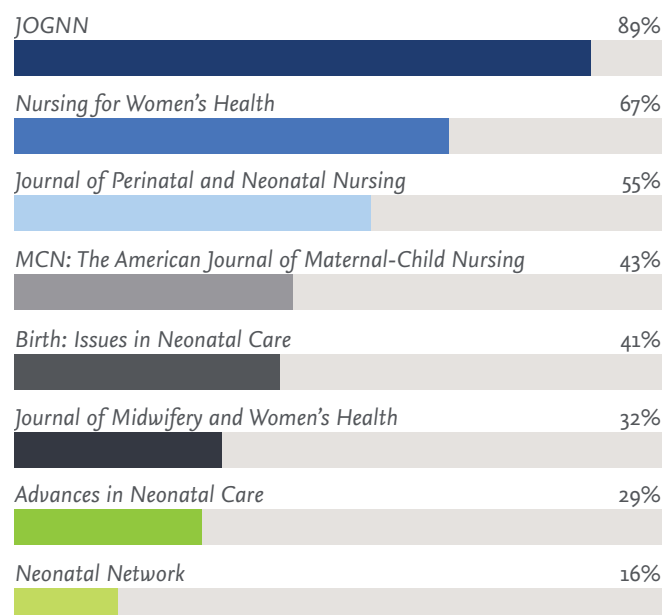
# Practice Roles and Functions Performed

## Regular Part of Practice

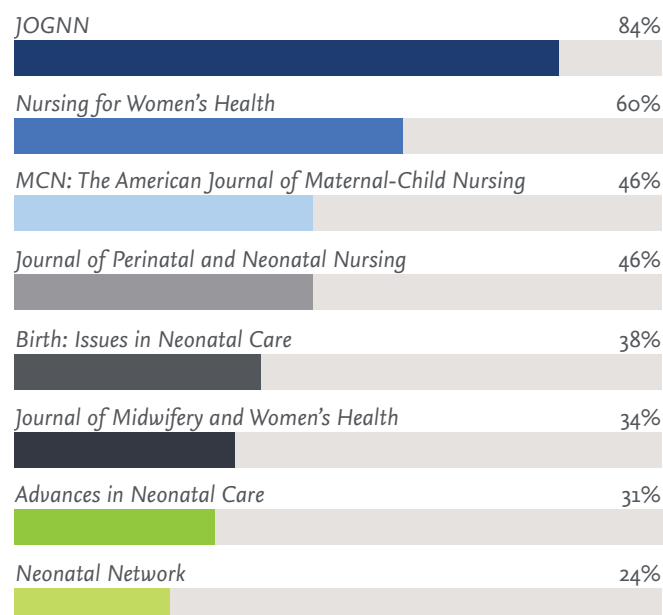


# Comparative Readership & Value

## Journal Readership: Frequently or Sometimes



## Journal as a Resource in Work



\*Signet Research, 2021



# 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.\*

JOGNN & NWH Print Circulation

JOGNN & NWH Websites

JOGNN & NWH Table of Contents Emails

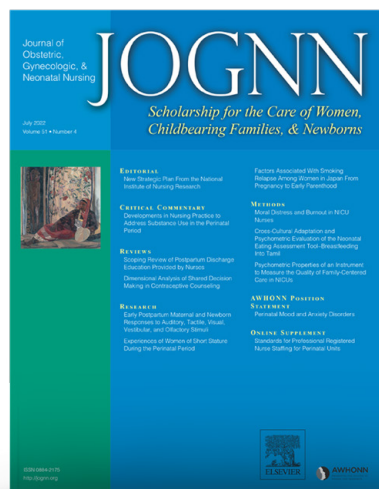
\*Contact your sales representative for details.



# Editorial Overview



Association of Women's Health,  
Obstetric and Neonatal Nurses



## 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	13,330
Impact Factor	2.042
Website	<a href="http://www.jognn.org">www.jognn.org</a>
Social Media	<a href="#">Facebook</a> <a href="#">Twitter</a>

## Editor-in-Chief

Joyce K. Edmonds, PhD, MPH, RN, APHN-BC

## Publisher

Scott Whitener

## Society

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)



\*Journal Citation Reports, Clarivate Analytics 2021

# Circulation & Readership

## JOGNN Readership

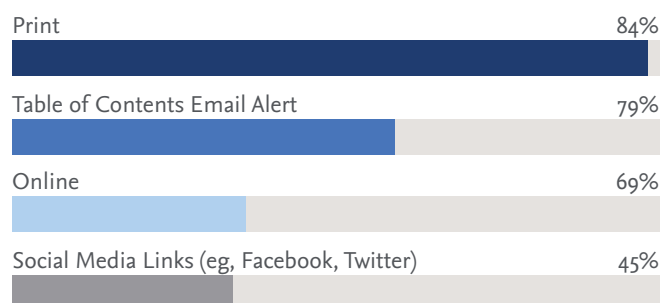
98% of recipients read JOGNN on a regular basis.

JOGNN is highly valued by its readers.

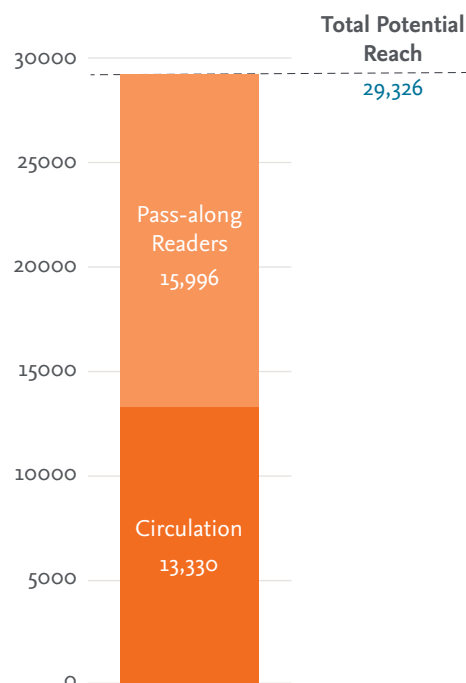
Percentage of readers who agree that JOGNN:

Publishes articles important to my professional work	91%
Is relevant to patient care	90%
Keeps me abreast of the latest research and scholarship	87%
Is the most important journal in my field	77%
Publishes articles that I share with colleagues and others	72%

## Method of Reading/Accessing JOGNN



## Pass-along Readers\*



\*Signet Research, 2021

# Editorial Overview



*NWH has a tighter  
research-into-practice  
clinical focus to serve  
practicing hospital-  
based nurses*

## 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 women's health, 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
Issuance	6 times per year
Circulation	13,669
Website	<a href="http://www.nwhjournal.org">www.nwhjournal.org</a>
Social Media	<a href="#">Facebook</a> <a href="#">Twitter</a>

## Editor-in-Chief

Heidi Collins Fantasia, PhD, RN, WHNP-BC, FNAP

## Publisher

Scott Whitener

## Society

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)

# Circulation & Readership

## NWH Readership

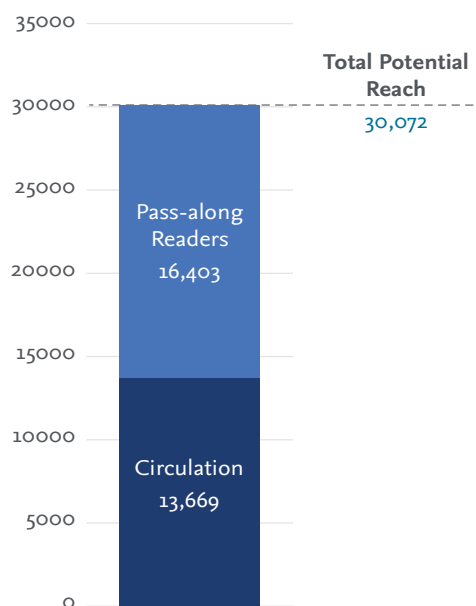
98% of recipients read NWH on a regular basis.

NWH is highly valued by its readers.

Percentage of readers who agree that NWH:

Publishes articles important to my professional work	98%
Is relevant to patient care	95%
Keeps me abreast of the latest research and scholarship	92%
Publishes articles that I share with colleagues and others	82%
Is the most important journal in my field	73%

### Pass-along Readers\*



\*Signet Research, 2021

# Print Rates & Closing Dates

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$4,860	\$3,015	\$1,995
3x	\$4,675	\$2,885	\$1,865
6x	\$4,545	\$2,820	\$1,785
12x	\$4,390	\$2,715	\$1,630
24x	\$4,225	\$2,695	—
36x	\$4,100	\$2,520	—

## 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

JOGNN

NWH

\$10,100 Net

\$9,200 Net

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

### Outserts

JOGNN

NWH

\$9,990 Net

\$9,990 Net

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

## Closing Dates

JOGNN

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	12/9/22	12/14/22	12/21/22
March	02/13/23	02/16/23	02/24/23
May	04/14/23	04/19/23	04/26/23
July	06/13/23	06/16/23	06/23/23
September	08/16/23	08/21/23	08/28/23
November	10/17/23	10/20/23	10/27/23

NWH

Publication Date	Closing Date	Materials Deadline	Inserts Due
February	1/9/23	1/12/23	1/20/23
April	3/9/23	3/14/23	3/21/23
June	5/5/23	5/10/23	5/17/23
August	7/11/23	7/14/23	7/21/23
October	9/7/23	9/12/23	9/19/23
December	11/7/23	11/10/23	11/17/23



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\*All ads must go through an approval process.



# Meeting Issues



Association of Women's Health,  
Obstetric and Neonatal Nurses

## American Congress of Obstetricians and Gynecologists (ACOG)

May 19-21, 2023 (Baltimore, MD)

JOGNN	May/June 2023
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NWH	April/May 2023
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## AWHONN

June 17-21, 2023 (New Orleans, LA)

JOGNN	May/June 2023
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NWH	June/July 2023
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Please Note: Meeting Issues subject to change.  
Please contact your Sales Representative prior to finalizing your media plan.

# Journal Website Banner Advertising



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

### Desktop/Tablet

Leaderboard (top)	728 x 90
Skyscraper (right rail)*	160 x 600
Rectangle (right rail)*	300 x 250

### Mobile

Leaderboard (top)	320 x 50
Rectangle (within content)*	300 x 250

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

## Rate

\$105 Net CPM

## Monthly Metrics†

### JOGNN

[www.jognn.org](http://www.jognn.org)

Pageviews	62,844
Unique Visitors	30,443
Visits	35,953

### NWH

[www.nwhjournal.org](http://www.nwhjournal.org)

Pageviews	21,198
Unique Visitors	10,482
Visits	11,743



\*Based on responsive ad design

†Adobe Analytics: Average of January-June 2022



# Website Banner Advertising (Prestitial)



## Prestitial Banner Ads

Prestitial banner ads on the JOGNN website appear for 7 seconds to non-logged in users on desktop devices only one time per journal per visit.

### Interstitial Banner Sizes

[www.jognn.org](http://www.jognn.org)

Rectangle	300 x 250
Medium rectangle	300 x 600
Large rectangle	480 x 640

### Monthly Metrics

[JOGNN](http://www.jognn.org)

[www.jognn.org](http://www.jognn.org)

US Ad Impressions	6,900/month
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[NWH](http://www.nwhjournal.org)

[www.nwhjournal.org](http://www.nwhjournal.org)

US Ad Impressions	2,000/month
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### Rate

[JOGNN](http://www.jognn.org)

\$1,500/month

[NWH](http://www.nwhjournal.org)

\$1,000/month

with 3-month minimum



\*Google Ad Manager 2022 Projections

# 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.

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250
MPU banners, positions 1, 2, 3, are stacked vertically		
Formats	jpeg, png, gif, (static image only)	
Tracking pixels		No
Max file size		200 KB

Animation and expandable banners unavailable

### Metrics\*

#### JOGNN

Opt-in Distribution	22,037
Average Open Rate	23.8%

#### NWH

Opt-in Distribution	20,206
Average Open Rate	20.3%

### Rate

\$2,200 net/banner for leaderboard  
\$2,000 net/banner for rectangles



\*Amazon SES, averages January-June 2022

# Article-In-Press Email Alerts



## Article-In-Press Email Alerts

Each month, JOGNN sends out an average of 5 article-in-press email alerts to a separate list of opt-in subscribers.

Banner Position		NWH	
Leaderboard (top)	728 x 90	Average Number of Sends/Deployment	700
Rectangle (right rail)	300 x 250	Average Open Rate	27%
Metrics*		Rate	
JOGNN		\$1,500/month	
Average Number of Sends/Deployment	1,450	3 Month Minimum	
Average Open Rate	32%		
Average Monthly Sends	5		
Rate			
\$2,000/month			
3 Month Minimum			



\*Amazon SES, averages January-June 2022

# 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

Leaderboard, top	728 x 90
Rectangle	300 x 250

### Rate

Please contact your Sales Representative.



\*All targeted solutions are subject to society and Editor approval.

# Editorial Supplements



Association of Women's Health,  
Obstetric and Neonatal Nurses



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.

# Reprint Capabilities



## 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



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# Reprint Capabilities (continued)



## ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

### Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

### Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

### QR Codes

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

## Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints.

Visit us at [medreprints.com](https://medreprints.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

Ad Size	Non Bleed	Bleed
Trim	8-3/8" x 10-7/8"	—
Full Page	7-7/8" x 10-3/8"	8-5/8" x 11-1/8"
Spread	15" x 10"	17" x 11-1/8"
1/2 Horizontal	7" x 5"	8-5/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-7/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

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

Ad Size	Non Bleed	Bleed
Trim	8-3/8" x 10-7/8"	—
Full Page	7-7/8" x 10-3/8"	8-5/8" x 11-1/8"
Spread	15" x 10"	17" x 11-1/8"
1/2 Horizontal	7" x 5"	8-5/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-7/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

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

Binding Perfect; jogs to head

Printing process Litho Web

Halftone screen

Cover, 150 line screen

Text, 150 line screen

## 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



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



# 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-stylized 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](http://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.

# 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:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	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.
Closing Date for Booking Inserts	Same as ad space closing

**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

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



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\*Generic list of non-content pages available upon request though will vary by journal

# Digital Media (continued)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	728 x 90
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	160 x 600
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	300 x 250
Expands ▶ right (maximum size)	600 x 250

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

### Rich Media Specifications

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



<sup>†</sup>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)



## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

### Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

# Contacts



Association of Women's Health,  
Obstetric and Neonatal Nurses

## 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: [kelly.russell@wt-group.com](mailto:kelly.russell@wt-group.com)

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

## Contracts, Insertion Orders & Production Materials

### Le-Andrea Sylvester

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230 Park Avenue  
New York, NY 10169

Tel: 212-633-3649

Fax: 212-633-3846

Email: [le.sylvester@elsevier.com](mailto:le.sylvester@elsevier.com)

Send new print ad files and submit pickup ads to  
[www.ads4els.com](http://www.ads4els.com)

## Multimedia Publishing

### Brian Jenkins

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## Recruitment & Classified Advertising

### Alexis Graber

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