# GENERAL INFORMATION

## ISSUANCE
- Frequency: Biannual
- Binding: Perfect
- Mailing Class: Presorted Standard, mailed in polybag
- Total Circulation: 600

## ESTABLISHED
2008

## SUBSCRIPTION RATES

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th></th>
<th>Online</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Individual</td>
<td>$65</td>
<td>ROW: $85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Institutional</td>
<td>$165</td>
<td>ROW: $185</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Individual</td>
<td>$60</td>
<td>ROW: $80</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Institutional</td>
<td>$150</td>
<td>ROW: $170</td>
</tr>
</tbody>
</table>

## EDITORIAL FOCUS
Articles focus on clinical excellence in the application of evidence-based practice of doctoral nursing. Articles address clinical practice and patient care, practice issue, medicolegal concerns and ethics, business practices, and innovative methods of teaching and evaluating advanced practice nursing.

## READERSHIP
Readers include AP and DNP nurses, educators, and administrators.

## STAFF
**Editor-in-Chief**
Stephen A. Ferrara, DNP, FNP-BC, FAANP

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# ADVERTISING INFORMATION

## RATES

### General Advertising Rates (Black & White)

<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>1 Time</td>
<td>$650</td>
<td>$450</td>
<td>$300</td>
</tr>
<tr>
<td>2 Times</td>
<td>$525</td>
<td>$400</td>
<td>$290</td>
</tr>
<tr>
<td>4 Times</td>
<td>$475</td>
<td>$365</td>
<td>$275</td>
</tr>
</tbody>
</table>

### Color Rates (additional charge per page)
- 4 Color: $2200

## COVERS AND SPECIAL POSITIONING (NON-CANCELLABLE)
- Cover 2: B&W rate plus 35%, add color charge
- Cover 3: B&W rate plus 25%, add color charge
- Cover 4: B&W rate plus 50%, add color charge

Rates available upon request for unusual positioning.

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# CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Date (Number)</th>
<th>Space Reservations</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 15, (1)</td>
<td>12/15</td>
<td>1/15</td>
</tr>
<tr>
<td>September 15, (3)</td>
<td>6/15</td>
<td>7/15</td>
</tr>
</tbody>
</table>

Insertion orders must be received 3 weeks prior to closing. Cancellations are accepted 15 days prior to closing.

## AGENCY COMMISSION
Agency Commission is 10%. Color charges, position charges, and insert charges are commissionable. All other extra charges are non-commissionable.

## EARNED RATES
Earned rates are calculated based upon accumulated space in a 12-month period. Upon request, parent company and subsidiaries are combined for the accounting of the earned rate.
# Clinical Scholars Review: The Journal of Doctoral Nursing Practice

## Advertising Fact Sheet

### Requirements for Acceptance of Advertising

Insertion instructions shall include — name of the journal, name and address of the advertiser, date(s) to be inserted, size of advertisement, identification of advertisement along with a proof, and special instructions for placement, bleeds, color, etc.

Advertisements are subject to approval by the publisher. The advertiser and agency agree to indemnify and hold the publisher harmless from all liability and expense arising from claims or actions as a result of the content of the advertisement. The publisher reserves the right to reject or discontinue any advertising; such right not to be deemed waived by acceptance or prior use of any advertising. The publisher’s liability for errors shall not exceed the charge for the insertion of the advertisement. If change of copy is not received prior to closing, the last copy run in a previous issue will be inserted.

### Address for Mailing and Shipping

For insertion orders, instructions, and the submission of advertisements contact:

**James Costello**
Springer Publishing Company, LLC
11 West 42nd Street, 15th Floor
New York, New York 10036-8002
Tel 212-431-4370 ext 208
Fax 212-941-7842
E-mail: jcostello@springerpub.com
Web: www.springerpub.com/csr

For inserts, samples must be sent to the above address and the bulk of inserts forwarded to:

**Odyssey Press Inc.**
ATTN: Karen McCarthy
22 Nadeau Dr
PO Box 7307
Gonic NH 03839-7307
karen@odysseypress.com

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## Ad Size

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Trim Size: 8 1/2” x 11”</td>
<td>9”</td>
<td>11 1/2”</td>
</tr>
<tr>
<td>One page, full bleed</td>
<td>7 1/4”</td>
<td>9 5/8”</td>
</tr>
<tr>
<td>One page, no bleed</td>
<td>3 1/2”</td>
<td>9 5/8”</td>
</tr>
<tr>
<td>Half page (1 column)</td>
<td>7 1/4”</td>
<td>4 3/4”</td>
</tr>
<tr>
<td>Half page (wide)</td>
<td>3 1/2”</td>
<td>4 3/4”</td>
</tr>
</tbody>
</table>

Live matter should be kept to a minimum of 1/2” from gutter and trimmed edges.

## Composition Charges

<table>
<thead>
<tr>
<th>Type</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$460</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$300</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$175</td>
</tr>
</tbody>
</table>

## Inserts

- 2-page insert: 2 times earned B&W rate
- 4-page insert: 4 times earned B&W rate
- Standard business reply card: at earned B&W rate
- Larger business reply card: 2 times earned B&W rate
- Larger inserts rates upon request
- Outserts, within polybag: rates available on request

## Ad Submission Format

All advertising should be submitted as a PDF file in either grayscale or CMYK color mode. Files should embed all fonts and any included halftones should be 300 ppi or higher.

## Services to Advertisers

- Editorial reprints: the publisher supplies all reprints.
- Mailing list: the publisher supplies all mailing lists.