ISSUANCE
- Frequency: Quarterly
- Binding: Saddle
- Mailing Class: Presorted Standard, mailed in polybag
- Total Circulation: 750

EDITORIAL FOCUS
- The journal focuses on research and theory issues relevant to improving nursing practice and patient care. The journal publishes articles that address or integrate theory, research, and practice, with a direct bearing on practice.

READERSHIP
- Nurses

STAFF
- Editor-in-Chief: Donna L. Algase, PhD, RN, FAAN, FGSA

RESEARCH AND THEORY FOR NURSING PRACTICE
ADVERTISING FACT SHEET

GENERAL INFORMATION

SUBSCRIPTION RATES
- Individuals USA: $115
- Institutions USA: $294
- International ROW: $155
- International ROW: $334

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ADVERTISING INFORMATION

RATES
- General Advertising Rates (Black & White)
  - 1 Time: $415
  - 2 Times: $350
  - 4 Times: $310
- Color Rates (additional charge per page)
  - 4 Color: $2200

COVERS AND SPECIAL POSITIONING
- 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

Issue Date
- February 15, (1)
- May 15, (2)
- August 15, (3)
- November 15, (4)

Space
- 11/15
- 2/15
- 5/15
- 8/15

Ad Materials
- 12/15
- 3/15
- 6/15
- 9/15

Closing Dates
- 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.
RESEARCH AND THEORY FOR NURSING PRACTICE
ADVERTISING FACT SHEET

AD SIZE
Final Trim Size: 6 3/4” x 10”

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>One page, full bleed</td>
<td>7”</td>
<td>10 1/4”</td>
</tr>
<tr>
<td>One page, no bleed</td>
<td>5 1/4”</td>
<td>8 1/2”</td>
</tr>
<tr>
<td>Half page (wide)</td>
<td>5 1/4”</td>
<td>4 3/8”</td>
</tr>
</tbody>
</table>

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

COMPOSITION CHARGES
1 page: $460
1/2 page: $300
1/4 page: $175

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.

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/rtnp

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