# Nursing History Review

## General Information

**Issuance**

- **Frequency:** Annual
- **Binding:** Perfect
- **Mailing Class:** Presorted Standard, mailed in polybag
- **Total Circulation:** 700

**Established:**

- 1993

**Affiliated:**

- American Association for the History of Nursing

**Subscription Rates**

- **Individuals:** $90
- **Institutions:** $90

## Editorial Focus

Articles focus on the development and practice of nursing and healthcare in the United States and throughout the world.

## Readership

Readers include nurses, physicians, and historians.

## Staff

- Editor-in-Chief: Patricia D’Antonio, RN, PhD, FAAN

## Advertising Information

### Rates

<p>| General Advertising Rates (Black &amp; White) |  |</p>
<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>$440</td>
<td>$300</td>
<td></td>
</tr>
</tbody>
</table>

Color Rates (additional charge per page)

- 4 Color: $2500

### 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: Not Available for Advertising

Rates available upon request for unusual positioning.

## Closing Dates

<table>
<thead>
<tr>
<th>Issue Date (Number)</th>
<th>Space Reservations</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 21</td>
<td>6/7</td>
<td>7/1</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.
AD SIZE

Final Trim Size: 6” x 9”

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>One page, full bleed</td>
<td>6 1/4”</td>
<td>9 1/4”</td>
</tr>
<tr>
<td>One page, no bleed</td>
<td>5”</td>
<td>8”</td>
</tr>
<tr>
<td>Half page (wide)</td>
<td>5”</td>
<td>3 7/8”</td>
</tr>
</tbody>
</table>

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

COMPOSITION CHARGES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></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>

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 300 ppi or higher.

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

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:

Laura Sullivan
Springer Publishing Company, LLC
11 West 42nd Street, 15th Floor
New York, New York 10036-8002
Tel 212-431-4370 ext 221
Fax 212-941-7842
E-mail: lsullivan@springerpub.com
Web: www.springerpub.com/nhr