

NEONATAL NETWORK[®]

THE JOURNAL OF NEONATAL NURSING



2023 Media Kit



At-A-Glance Neonatal Network Publishing Schedule

| | Jan/Feb | Mar/Apr | May/June | Jul/Aug | Sep/Oct | Nov/Dec |
|-------------|----------|---------|----------|---------|---------|----------|
| Space Close | 11/30/21 | 1/26/22 | 3/23/22 | 5/25/22 | 7/13/22 | 9/27/22 |
| Art Due | 12/7/21 | 2/2/22 | 3/30/22 | 6/1/22 | 7/20/22 | 10/4/22 |
| Street Date | 1/17/22 | 3/16/22 | 5/18/22 | 7/20/22 | 8/30/22 | 11/17/22 |

2022 ISSUE HIGHLIGHTS

JANUARY/FEBRUARY

“Advanced Practice Attendee Registration Brochure” inside:

The first issue of 2021 will include the attendee brochure for the National Advanced Practice Neonatal Nurses Conference.

Closing Date: November 30, 2021

Material Date: December 7, 2021

MARCH/APRIL

“Advance Practice Conference” issue:

Bonus material will be available at the National Advanced Practice Neonatal Nurses Conference.

Closing Date: January 26, 2022

Material Date: February 2, 2022

MAY/JUNE

“National Meeting Attendee Registration Brochure” inside:

Attendance brochure for both the National Neonatal Nurses Conference and the National Mother Baby Nurses Conference.

Closing Date: March 23, 2022

Material Date: March 30, 2022

JULY/AUGUST

“Pre-Conference” issue:

Extra copies will be mailed to NICUs to promote the National Neonatal Nurses Conference and the National Mother Baby Nurses Conference.

Closing Date: May 25, 2022

Material Date: June 1, 2022

SEPTEMBER/OCTOBER

“Conference” issue:

Copies of this issue will be distributed to all attendees of the National Neonatal Nurses Conference and the National Mother Baby Nurses Conference.

Closing Date: July 13, 2022

Material Date: July 20, 2022

NOVEMBER/DECEMBER

“Academy of Neonatal Nursing” issue:

This issue will promote the Academy of Neonatal Nursing’s National Advanced Practice Neonatal Nurses Conference.

Closing Date: September 27, 2022

Material Date: October 4, 2022

Neonatal Network is a peer-reviewed journal providing quality up-do-date articles in the areas of neonatal clinical practice, research, education, and leadership. It also features regular columns, research and review articles, and continuing education activities.

COLUMNS IN EACH ISSUE

Back to Basics This column provides a forum to review concepts that underpin neonatal care. Examples include thermoregulations, fluid balance, and various physiologic concepts.

Clinical Challenges The NICU environment is complex and rapidly changing. This column examines some of the technologies, new therapies and other issues facing neonatal care providers.

Evidence-Based Practice This column reviews both the mechanics of determining the strength of evidence and also examines new evidence-based information relevant to the neonatal population.

Family-Centered Care Written by a parent of a premature infant, this column examines issues relevant to parents and also provides nurses with suggestions on supporting families.

Innovations in Education This column focuses on topics of interest to both those providing NICU education as well as academic faculty teaching in NNP program.

Lab Values This column reviews various lab tests and the related abnormalities in diagnostic tests used in the NICU.

Low-Risk Newborn This column addresses topics of interest to nurses working in level 1 and 2 neonatal units.

Neonatal Case Studies Using a case study format, this column examines a variety of both common and less frequently seen neonatal diseases and conditions.

Pointers in Practical Pharmacology provides an in-depth look at medications used in NICU. The column examines research related to dosing, side-effects, monitoring and outcomes for both common and new drugs used in the care of neonates.

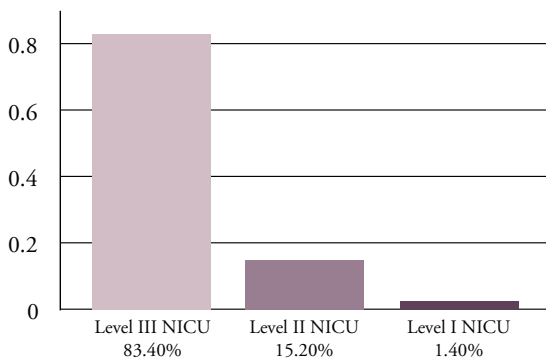
CIRCULATION

4,100 NICU nurses. More than 1,800 Level II and Level III neonatal intensive care units throughout the United States and Canada.

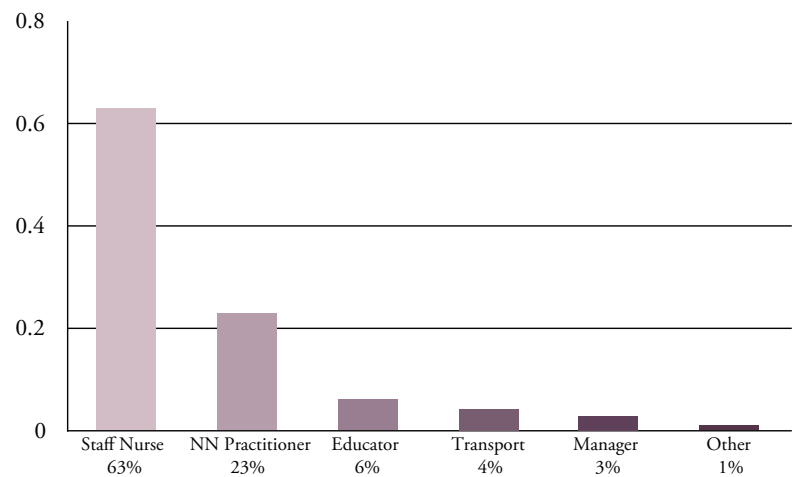
MARKET SERVED

Neonatal Staff Nurses in Level II and Level III units, Neonatal Nurse Practitioners, Neonatal Nurse Managers, Nurse Educators, Clinical Nurse Specialists, Transport Nurses.

PLACES OF EMPLOYMENT



POSITIONS BY PERCENTAGE



GENERAL INFORMATION

1. Issued six times per year on the 15th of January, March, May, July, September, and November. Mailed in polybag, periodical rate.
2. Established April 1981.
3. Subscription Rates: One year (6 issues), individual, \$178/year, institutional, \$483/year. International subscriptions: Institutional \$646/year. All pay-ments must be U.S. funds drawn on U.S. bank only. (Rates subject to change.)
4. Editorial: *Neonatal Network*[®] is written and edited for nurses who work specifically in neonatal intensive care units, either on a secondary or tertiary level. Neonatal Network publishes timely, evidence-based, peer reviewed clinical articles, and research articles. Clinically focused regular columns, continuing education materials, and editorial round out each issue.
5. Acceptance of Advertising: All advertisements are subject to review and approval by the Editor.
6. Forward all insertion orders and contracts to:
ATTN: Andrew Bennie, Recruitment Services
Springer Publishing
11 West 42nd St. 15th Fl | New York, NY 10036
P: 212-804-6253
Please contact advertising representative for shipping address and deadline for inserts.
7. Forward all ad materials by e-mail to: advertising@springerpub.com.
8. Agency Commission: 15% for accounts paid within 30 days.
No cash discount. Agency discounts will not be honored for accounts 30 days past due. This policy is strictly enforced.
9. Publisher's Policy: Advertising rotated front to back and interspersed with the editorial content. The publisher assumes no liability for error or omissions in key number or index to advertisers. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable for advertisements placed in the journal.

Advertising Rates

Advertising rates are per insertion. All four color print ads include a 10,000 impression digital banner ad for readers of the latest issue.

| | 1 Issue | 3 Issues | 6 Issues |
|------------------------|---------|----------|----------|
| Four Color | | | |
| Full Page | \$4,295 | \$4,015 | \$3,835 |
| Half Page | \$3,682 | \$3,425 | \$3,305 |
| Quarter Page | \$3,100 | \$2,865 | \$2,730 |
| Black and White | | | |
| Full Page | \$3,295 | \$3,015 | \$2,835 |
| Half Page | \$2,682 | \$2,425 | \$2,305 |
| Quarter Page | \$2,100 | \$1,865 | \$1,730 |

Position Rates

The additional charge for preferred positions is calculated on the earned black and white rate.

| | |
|-------------------------------|-----|
| 4th Cover | 50% |
| 2nd Cover | 30% |
| 1st Page | 25% |
| 3rd Cover | 20% |
| OTC | 20% |
| All other preferred positions | 15% |

Journal Specifications

| | |
|-----------------|-------------------------|
| Frequency | 6 Issues per year |
| Circulation | 7,150 |
| Cover Stock | 100 lb gloss, varnished |
| Paper Stock | 60 lb coated |
| Binding | Saddle stitched |
| Halftone Screen | 133 or 150 |

Mechanical Requirements

| Size | Width | Height |
|----------------------|---------|---------|
| Journal Trim Size | 8.375" | 10.875" |
| Full page bleed | 8.625" | 11.125" |
| Full page no bleed | 7.375" | 9.875" |
| Half Page Vertical | 3.5625" | 9.875" |
| Half Page Horizontal | 7.375" | 4.125" |
| Quarter Page | 3.5625" | 4.125" |

- Keep live matter 0.5" from trim and gutter.
- Advertisements must conform to our mechanical dimensions.
- All advertisements less than a full page in size must have a border.
- Artwork will be kept on file for six months after the last insertion date and then discarded.

Ad Material Requirements

Ad material should be e-mailed to advertising@springerpub.com maintaining the following guidelines:

- PDF files are preferred
- Other acceptable formats: TIFF or EPS files
- All fonts and graphics must be embedded
- 4-Color (CMYK) files should be at 300 ppi
- Grayscale files should be at 300 ppi
- Line art should be 1,200 ppi

Inserts

Inserts, and outserts are available. Contact Monique McLaughlin for a customized quotation.

For more information, please

contact:

Andrew Bennie, Recruitment Specialist

P: (212) 845-9933
advertising@springerpub.com

Advertising Representatives for Neonatal Network®
 Springer Publishing Company | 11 West 42nd St,
 15th Fl | New York, NY 10036

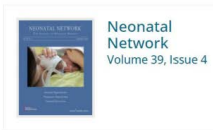
Digital Banner Advertising Rates



Research Article

Neonatal Hypocalcemia in the Infant of a Diabetic Mother

Moss, Colleen Reilly, DNP, APRN, NNP-BC
Neonatal Network Vol 39 Issue 4, DOI: 10.1891/0730-0832.39.4.200



Neonatal Network
Volume 39, Issue 4

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Article Metrics

Abstract

Neonatal hypocalcemia (NHC) is one of the most common disorders of calcium metabolism in infants admitted to the NICU. Presentation can range from asymptomatic to generalized seizures or tetany. In this case study, an infant with NHC is presented along with an overview of the pathophysiology, prevalence, diagnosis, and management of NHC for neonatal clinicians.

Related content

- Common Endocrine Disorders: Diseases of the Adrenal, Thyroid, and Parathyroid Glands
 - Chapter
- Parathyroids: The Forgotten Glands
 - Article

Materials

Ad materials should be e-mailed advertising@springerpub.com., maintaining the following guidelines.

- GIF, JPG, or Flash files
- Maximum file size: 60k



| | 50,000 impressions | 100,000 impressions | 250,000 impressions |
|-------------|--------------------|---------------------|---------------------|
| Leaderboard | \$1,500 | \$3,000 | \$6,250 |
| Skyscraper | \$1,500 | \$3,000 | \$6,250 |

Mechanical Requirements

| Size | Width | Height |
|-------------|--------|--------|
| Leaderboard | 728px | 90 px |
| Footer | 160 px | 600 px |

Classified Advertising

Advertise on the Careers job board on www.neonatalnetwork.com. Your job post should list the title of the position being advertised, name and location of your organization, a full job description, and contact information for applicants.

| Size | Rate |
|----------|---|
| Job Post | \$349 per job, for 30 days (jobs also posted on DailyNurse.com and MinorityNurse.com) |



Employers Job Seekers Sign-in or Create Account



Search for Jobs neonatal Location 200 mi/320 km

168 Results for neonatal

| Title | Location | Company | Posted |
|--|-----------------------------|--|--------------|
| Neonatology - Neonatal Nurse Practitioner | Albany, NY, United States | AMSURG | 30+ days ago |
| Neonatal Advanced Practitioner | Hartford, CT, United States | Trinity Health of New England | 30+ days ago |
| Neonatal Intensive Care Nurse Practitioner | Portland, OR, United States | Providence St. Vincent Medical Center | 30+ days ago |
| Academic Director, Neonatal Nurse Practitioner Specialty | | Vanderbilt University, School of Nursing | |

Receive Alerts for this Search

Neonatology - Neonatal Nurse Practitioner

AMSURG | Albany, New York, United States
30+ days ago

Description

Up to \$20K Bonus! Amazing Opportunity for Experienced Board Certified Neonatal Nurse Practitioner or NICU Physician Assistant in Albany, NY! 24-hr shifts!

Envision Physician Services is collaborating with St. Peter's Hospital in Albany, NY to develop a Neonatal Nurse Practitioner program for their 15-bed Level III NICU. With the largest number of births in the region in 2018, the hospital hopes that the addition of NNPs will create a higher level of NICU support for families in the area and create better continuity of care. Details of the position are highlighted below:

Opportunity Highlights:

- Work/life balance with 24-hr shifts and flexible schedule
- Help establish the NNP role in the NICU
- Competitive compensation package and ability to moonlight within the system
- Robust benefits including medical, dental, vision, ST/LT disability, and 401k (effective day 1!)

Opportunity Details:

- Staffing Model: 2 Neonatologists, 4.5 NNPs
- NNPs are responsible for the following:
 - In-house coverage for 24-hrs

Job Information

Job ID: 56704163

Location: Albany, New York, United States

Position Title: Neonatology - Neonatal Nurse Practitioner

Company Name: AMSURG

Job Function: Healthcare

Job Type: Full-Time

View your connections at AMSURG

LinkedIn

Apply Now

Digital Banner Advertising

Share your message with our digital readership of Neonatal Network.

Key Features and Benefits

Reach over 275,000+ impressions digitally and connect with neonatal professionals online.



Network

Gain access to more than 275,000+ impressions and feature your ad in front of Neonatal Network readers.



Targeting

Choose from targeting options including 75 specialties, degrees, geographical location, and job title



Reporting and Collaboration

Our digital media team will work with you to optimize open rates, click-through-rates and cost per leads (CPLs), metrics provided monthly.

Reach our digital readers.

100,000 readers

250,000 readers

\$3,000

\$30 CPM

\$6,250

\$25 CPM

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