

2009 Media Planner

Official Journal of the American Association of Occupational Health Nurses, Inc.

Advertising Office

Director, Association Services: **Kathy Huntley**
National Account Manager: **Marybeth Aveni**
Sales Director, Classified/Recruitment Division: **Kristy Farrell**
Classified/Recruitment Sales Representative: **Michael Rusch**

Publishing Office

Chief Operating Officer: **John C. Carter**
Vice President, Health Care Books and Journals: **John Bond**
Editorial Director: **Jennifer A. Kilpatrick, ELS**
Executive Editor: **Shirley Strunk, ELS**
Circulation Director: **Lester Robeson, CCCP**

SLACK[®]
INCORPORATED

A Wyandotte Group Company

6900 Grove Road, Thorofare, New Jersey 08086-9447
Phone: 800-257-8290
856-848-1000 (in NJ or outside the U.S.)
Fax: 856-848-6091
AAOHNJournal.com

SEPTEMBER 2008 • Volume 56, No. 9

AAOHN JOURNAL

aaohnjournal.com

PROFESSIONAL PRACTICE

How Can Cases With Mental Health Overlay Be Effectively Managed?

When No One Has Time
Measuring the Impact of Computerization on Health Care Workers

Identifying Variables That Predict Falling Asleep at the Wheel Among Long-Haul Truck Drivers

Deep Vein Thrombosis

CNE
ARTICLE

BUSINESS AND LEADERSHIP

Promoting Health and Safety for Traveling and Commuting Employees

HEALTH UPDATES

Herpes Zoster in the Workplace

Official Journal of the
**AMERICAN ASSOCIATION OF
OCCUPATIONAL HEALTH NURSES, INC.**
Published for the Association by SLACK Incorporated



Advertise in the **Official Journal** of the American Association of Occupational Health Nurses, Inc.

Every month, the AAOHN JOURNAL

**delivers the latest professional
practice information**

to nearly 9,000 occupational health nurses.

In each issue, readers find information on health and safety issues, injury and illness in work and community environments, business and leadership, and health updates.

The Journal supports and promotes the practice of occupational and environmental health nursing by delivering the most current research findings, clinical and state-of-the-art technical data, and the latest information on issues that impact practice.

Plus, readers turn to the AAOHN JOURNAL for valuable continuing nursing education contact hours offered in every issue. These editorial features create high readership, giving your ad the exposure it deserves.

New Features, More Reader Attention

Editorial features:

Business and Leadership Articles

Business and Leadership articles focus on organizational culture and climate, business communication, changes in strategy, benefit design, quality assurance, teamwork, diversity and technology. Each can positively impact the health, safety and productivity of workers and the role of the occupational and environmental health nurse.

Professional Practice Articles

Professional Practice articles center on case management challenges and professional issues specific to the occupational and environmental health nurse. Another focus is the rapidly changing occupational and environmental needs of health care providers.

Health Updates

Health Updates give concise descriptions of common health issues that employees frequently question, such as the best way to lose weight permanently, the effects of computer work on eyesight, and ways to determine depression. Occupational and environmental health nurses often provide reprints of these updates to employees throughout their organizations.

Circulation

Put your ad in front of the entire AAOHN membership every month

| | |
|------------------------------|-------|
| AAOHN Membership Circulation | 8,168 |
| Other subscribers | 804 |
| Total Subscribers | 8,972 |

Source: SRDS Statement, June 2008

The AAOHN JOURNAL consistently provides **high readership and exposure** for your ads. Reserve your insertions today and be sure **thousands of influential decision-makers** will see your company or product every month. Let your message saturate the occupational and environmental health sector through the AAOHN JOURNAL.

The proof is in the numbers

94% read the AAOHN JOURNAL on a monthly basis

76% read articles of interest

58% of readers either purchase or recommend products to purchase

Source: Mindworks Communications, AAOHN Readership Survey, November 2007. Methodology and complete results on file.



Advancing the Profession of Occupational and Environmental Health Nursing

For more than 60 years, the AAOHN has represented occupational and environmental health nurses (OHNs) committed to providing health, safety, productivity, and disability management services for workers and worker populations. Established in 1942, the AAOHN has grown to include more than 138 chapters across the United States including clinicians, educators, nurse practitioners, case managers, corporate directors, and consultants.

The AAOHN supports professional practice, business and leadership, health promotion and productivity, disease prevention and continuing nursing education by:

- **Offering leadership development and career opportunities**
Through countless networking opportunities and career workshops, AAOHN provides the support that OHNs need to improve their careers.
- **Sponsoring the annual AAOHN Symposium & Expo**
This annual meeting is a highly targeted educational experience for OHNs, providing information on the hottest topics in occupational and environmental health nursing. The symposium features presentations and discussions about the newest products and services, health and safety issues, career expansion opportunities, and current legislation and regulatory issues.
- **Advocating occupational and environmental health legislation and policy**
As advocates for the understanding and implementation of vital occupational health regulations, AAOHN paves the way for a safer, healthier future for everyone.
- **Providing the latest professional practice and scientific research to members**
AAOHN publishes the most current research findings and relevant practice information in the AAOHN JOURNAL and online. Pertinent, up-to-date articles keep OHNs on top of changes in their sector while also preparing them for any unforeseen challenges.

Through these and other educational efforts, AAOHN supports and protects the profession of occupational and environmental health nursing.



Full-Text Online

Current and archived full-text articles are available online at AAOHNJournal.com.

AAOHN 2009 Symposium & Expo

The AAOHN will sponsor the AAOHN 2009 Symposium & Expo to be held April 17-23, in Orlando, Florida. This event offers a great opportunity to be seen by hundreds of occupational and environmental health nurses. Contact Janet Oliveri to discuss available support and opportunities.

Janet Oliveri
Associate Exhibit Manager
joliveri@slackinc.com
1-800-257-8290, ext. 261

Lisa Trofe
Exhibit Manager
ltrofe@slackinc.com
1-800-257-8290, ext. 300

Donna Rosenstock
Senior Exhibit Manager
drosenstock@slackinc.com
1-800-257-8290, ext. 257

SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086

RATES AND DISCOUNTS

- Effective Rate Date:** January 2009 for all advertisers.
- Rates:**
 - Earned Rates:** are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - Agency Commission:** 15% gross billings on space, color, cover and preferred position charges.
 - Cash Discount:** 2% if paid within ten days of invoice date. No discount allowed after this period.

3. Black-and-White Rates:

| Frequency | One Page | ½ Page | ¼ Page | ¼ Page |
|-----------|----------|---------|---------|---------|
| 1x | \$2,520 | \$1,860 | \$1,780 | \$1,600 |
| 3x | 2,450 | 1,785 | 1,685 | 1,495 |
| 6x | 2,325 | 1,665 | 1,610 | 1,450 |
| 12x | 2,185 | 1,620 | 1,520 | 1,385 |
| 24x | 2,140 | 1,555 | 1,475 | 1,330 |
| 36x | 2,075 | 1,490 | 1,440 | 1,240 |

Color: In addition to earned black-and-white rates.

| Charge per color per page or fraction | | | |
|---------------------------------------|-------|-----------------------|---------|
| Standard color | \$660 | Four color | \$1,660 |
| Matched color | 720 | Four color + PMS | 2,380 |
| Metallic color | 1,120 | Four color + Metallic | 2,780 |

- Bleed:** No charge
- Covers and Positions:**
 - Covers:**
 - Second cover: Earned b/w rate plus 25%. Color additional.
 - Third cover: Earned b/w rate plus 15%. Color additional.
 - Fourth cover: Earned b/w rate plus 50%. Color additional.
 - Positions:**
 - Opposite masthead: Earned b/w rate plus 15%. Color additional.
 - Facing CE module: Earned b/w rate plus 15%. Color additional.
- Discount Programs:**
 - Efficiency Discount Program:** Agree to increase your total spending in 2009 over what you spent in 2008, taking into consideration the rate increase for 2009, and qualify for one of the discounts below.
 - Increase 5%, save 3%
 - Increase 10%, save 6%
 - Increase 15%, save 9%
 - Increase 20%, save 12%
 - Increase 25%, save 15%
 - Increase 40%, save 18%
 - Increase 50%, save 20%

Note: New advertisers must place at least 3 advertisements in order to receive the 20% discount. A contract must be signed to initiate this plan. All discounts apply to space placed between January 1 and December 31, 2009, and must be used in that calendar year.
 - AAOHN 2009 Symposium & Expo Discount:** Place an ad (half page or larger) in the April show issue in addition to the pre- or post-show issue and receive a 10% discount off both ads.
 - SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management, and other marketing services in 2009 and earn valuable discounts in 2010. Spend levels achieved in the year 2009 will determine your SLACK Corporate Discount savings in 2010.
 - When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost

 - Less Efficiency Discount Program
 - Less AAOHN 2009 Symposium & Expo Discount
 - Less SLACK Corporate Discount
 - Less 15% Agency Discount

Equals Net Cost

7. Classified Rates:

Display only: ¼ page Recruitment Special - \$896 Net.

ISSUANCE AND CLOSING

- First Issue:** AAIN Newsletter, May 1949. Expanded to AMERICAN ASSOCIATION OF INDUSTRIAL NURSES JOURNAL, October 1953. Title changed to Occupational Health Nursing, January 1969. Title changed to AAOHN JOURNAL, January 1986.
- Frequency:** 12 times per year
- Issue Dates:** First of the month of issue
- Mailing Date & Class:** Mails within the month of issue; Periodical Class
- Closing Dates:**

| Issue | Space Reservation | Material Due |
|-----------|-------------------|--------------|
| January | 12/1/08 | 12/11/08 |
| February | 1/2/09 | 1/16/09 |
| March | 2/2/09 | 2/13/09 |
| April | 3/2/09 | 3/17/09 |
| May | 4/1/09 | 4/16/09 |
| June | 5/1/09 | 5/14/09 |
| July | 6/1/09 | 6/15/09 |
| August | 7/1/09 | 7/17/09 |
| September | 8/3/09 | 8/14/09 |
| October | 9/1/09 | 9/16/09 |
| November | 10/1/09 | 10/15/09 |
| December | 11/2/09 | 11/12/09 |

- Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

- Special Issues:**
 - April – AAOHN 2009 Symposium & Expo Distribution
 - Editorial available prior to other special issues
- General Editorial Direction:** AAOHN JOURNAL, a peer-reviewed journal, is the Official Journal of the American Association of Occupational Health Nurses, Inc. (AAOHN). AAOHN is dedicated to advancing and maximizing the health, safety, and productivity of domestic and global work forces by providing education, research, public policy, and practice resources for occupational and environmental health nurses through:
 - Education and research
 - Professional practice/ethics
 - Communications
 - Governmental issues
 - Alliances
- Average Issue Information:**
 - Average number of articles per issue:** 5
 - Average article length:** 6 pages
 - Editorial departments and features:**
 - CE Quiz (every issue)
 - Professional Practice (every issue)
 - Health Updates (every issue)
 - Safety Solutions
 - Interviews
 - Business and Leadership (every issue)
 - Research
- Origin of Editorial:**
 - Articles or abstracts from meetings or other publications?:** No
 - Submitted:** 80%
 - Peer review:** Yes (blind)
 - Staff written:** 0%
 - Solicited:** 20%

CIRCULATION

- Description of Circulation Parameters:** Registered professional nurses employed in business or industry and others who are concerned with the health, safety and productivity of workers and worker populations. Physicians, industrial hygienists, safety professionals, members of management, public health officials, schools, hospitals and universities.
- Demographic Selection Criteria:**
 - Prescribing:** Not Applicable
 - Circulation Distribution:**
 - Controlled: 0%, Paid: 100%, Request (non-postal): 0%

- c) **Paid Information:**
Association members: 8,168
Is publication received as part of dues?: Yes. Dues: \$185
- d) **Subscription Rates:** U.S.: \$109/year; Canada: add 6% tax; outside the U.S.: add \$53/year

- 19. **Circulation Verification:**
 - a) **SRDS sworn statement:** June 2008
 - b) **Mailing house:** Publishers Press
- 20. **Coverage:**
 - a) 8,168 American Association of Occupational Health Nurses, Inc.
 - b) 804 paid subscriptions
- 21. **Anticipated circulation modifications or changes effective January 2009:**
 - a) **Additions:** 100
 - b) **Modifications:** None
 - c) **Deletions:** None
 - d) **Estimated total circulation for 2009:** 8,900

GENERAL INFORMATION

- 22. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
- 23. **New Product Releases:** Yes
- 24. **Ad Format Placement Policy:**
 - a) Interspersed: Yes
 - b) Rotated: Yes
- 25. **Ad/Edit Information:** 30/70 Ad/Edit Ratio
- 26. **Value-Added Services:**
 - a) **Mailing list rental:** Available to 3x advertisers, 1/2 page ad minimum. Contact your sales representative for details.
 - b) **Custom market research**
 - c) **Bonus distribution**
- 27. **Reprint Availability:** Yes, contact John Kain for pricing at 856-848-1000, ext. 238, or e-mail: jkain@slackinc.com.
- 28. **Full-Text Online:** The AAOHN JOURNAL offers full-text articles online at its Web site, AAOHNJournal.com. This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
- 29. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
- 30. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
- 31. **Competitor Information:** AAOHN JOURNAL does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.
- 32. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

- 33. **Availability and Acceptance:**
 - a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
- 34. **Charges:**
 - a) Furnished inserts billed at black-and white-space rate, plus one page at frequency earned. Commissionable.
 - b) **Tip-in charge:** Inserts with 2" lip will have no tip-in charge.

- 35. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

| | Paper Stock Maximum | Max Minimum | Micrometer Reading |
|-------------------|------------------------|----------------|-----------------------|
| 2 page (one leaf) | 80# coated | 70# coated | .004" |
| 6, 8 page | 70# coated | 60# coated | .004" |

- 36. **Trimming:** Ship folded. Trim size: 8 1/8" x 10 7/8". Head, foot and outside edge trim 1/8".
- 37. **BRCs:**
 - a) **Pricing:** Contact your sales representative for prices.
 - b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.
- 38. **Quantity:** Full run — 14,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
- 39. **Shipping:** Carton packing must have publication name, issue date and insert quantity clearly marked.

AD REQUIREMENTS

40. Available Advertising Unit Sizes:

| | Non-bleed Width Height | Bleed* Width Height |
|-----------------------|---------------------------|------------------------|
| One Page | 6 1/2" x 9 1/8" | 8 3/8" x 11 1/8" |
| 1/2 Page (Horizontal) | 6 1/2" x 5" | 8 3/8" x 5 1/2" |
| 1/2 Page (Vertical) | 3 1/4" x 9 1/8" | 3 1/2" x 11 1/8" |
| 1/3 Page (Vertical) | 2 1/8" x 9 1/8" | |
| 1/4 Page | 3 1/4" x 4 3/4" | |

- a) **Trim size of journal:** 8 1/8" x 10 7/8"
- b) To view thumbnails of ad specs, visit slackinc.com/digitalads.
*Bleed ads use non-bleed size for live area. If in doubt about size, contact the SLACK office.
- 41. **Paper Stock:**
 - a) **Inside pages:** 50 lb. gloss
 - b) **Covers:** 80 lb. gloss
- 42. **Type of Binding:** Saddle-stitch
- 43. **Digital Ad Requirements:** For specifications, go to slackinc.com/digitalads.
Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
If only color lasers are furnished, color match on press cannot be guaranteed.
Note: Spread ads should be sent as a one-page file.
Media: CDs and DVDs. Ads will not be accepted via e-mail.
- 44. **Archived Ad Files:** Digital files will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

- 45. **Insertion Orders:**
Send product insertion orders to:
Marybeth Aveni
AAOHN JOURNAL
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000, ext. 258
- 46. **Send inserts to:**
Julie Duncan
AAOHN JOURNAL
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165
- 47. **Send digital materials to:**
Marybeth Aveni
AAOHN JOURNAL
Issue/Month
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000, ext. 258

- Send classified/recruitment insertion orders to:**
Michael Rusch
AAOHN JOURNAL
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000, ext. 221