

2010 Media Planner

AAOHN JOURNAL

Official Journal of the
**AMERICAN ASSOCIATION OF
OCCUPATIONAL HEALTH NURSES, INC.**

SLACK Advertising/Sales Office

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Sales Administrator: Ann Marie Randolph-Ferguson

Mindworks Classified/Recruitment Sales Office

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Classified/Recruitment Sales Representative: Robin O'Connell

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Senior 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

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AAOHNJournal.com



TO ADVERTISE, CONTACT:

Kara Datz

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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.



Advancing the Profession of Occupational and Environmental Health Nursing

Every month, the AAOHN JOURNAL

delivers the latest professional practice information

to nearly 7,100 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.

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly bands
- Polybagged Outserts
- Advertorials

New Features, More Reader Attention

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	6,258
Other Subscribers	565
Total Subscribers	7,093

Source: SRDS Statement, November 2009

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.

94% read the AAOHN JOURNAL on a monthly basis

76% read articles of interest

58% of readers either purchase or recommend products to purchase

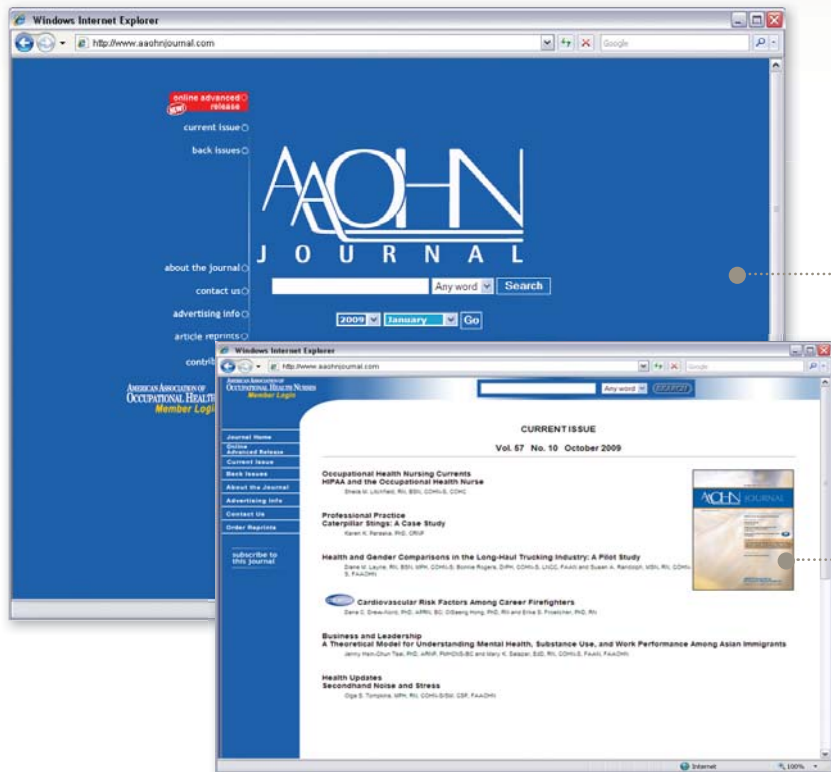
Source: Mindworks Communications, AAOHN Readership Survey, November 2007. Methodology and complete results on file.

Extend your reach with bonus distribution

At no additional cost, your advertising will reach Journal subscribers plus attendees of the AAOHN 2010 Annual Conference to be held April 13-14 in Anaheim, California. Exhibit opportunities are also available; contact Janet Oliveri at 1-800-257-8290, ext 261 or e-mail joliveri@slackinc.com.

Online Advertising

Individual Website sponsorship opportunities are \$1,000 each.



Website Advertising

- Exclusive topic sponsorships
- Run-of-site sponsorships
- Microsite sponsorships
- Podcast sponsorships

Free online exposure for all advertisers

Print or online advertisers can post a product press release, picture and link on the new "Product News" section of AAOHNJournal.com.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.

RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 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	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$2,520	\$2,030	\$1,860	\$1,780	\$1,600
3x	\$2,450	\$2,015	\$1,785	\$1,685	\$1,495
6x	\$2,325	\$1,960	\$1,665	\$1,610	\$1,450
12x	\$2,185	\$1,925	\$1,620	\$1,520	\$1,385
24x	\$2,140	\$1,880	\$1,555	\$1,475	\$1,330
36x	\$2,075	\$1,870	\$1,490	\$1,440	\$1,240

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

Charge per color per page or fraction			
Standard color	\$550	Four color	\$1,500
Matched color	\$750	Four color + PMS	\$2,000
Metallic color	\$1,000	Four color + Metallic	\$2,500

- 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:**
 - Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
 - FREE Ad Program:** Purchase two ads any time during the 2010 calendar year and receive an additional ad of equal size and color in the same publication at no cost.
 - AAOHN 2010 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 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your SLACK Corporate Discount savings in 2011.
 - When taking advantage of more than one discount program, discounts must be taken in the following order:**
 - Gross Cost**
 - 1) Less Efficiency Discount Program
 - 2) Less AAOHN 2010 Symposium & Expo Discount
 - 3) Less SLACK Corporate Discount
 - 4) Less 15% Agency Discount

Equals Net Cost

- Online Advertising:** Please contact Kara Datz at 856-848-1000 x549 or e-mail kdatz@slackinc.com for available opportunities.
- Classified Recruitment Advertising:** Please contact Robin O'Connell at 856-384-1793 x494 or email roconnell@gomindworks.com for available opportunities.

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	12/1/09	12/11/09
February	1/4/10	1/15/10
March	2/1/10	2/12/10
April	3/1/10	3/17/10
May	4/1/10	4/16/10
June	5/3/10	5/14/10
July	6/1/10	6/15/10
August	7/1/10	7/16/10
September	8/2/10	8/16/10
October	9/1/10	9/16/10
November	10/1/10	10/15/10
December	11/1/10	11/12/10

- 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 2010 Annual Conference
 - Editorial available prior to other special issues
- General Editorial Direction:** AAOHN Journal, the official journal of the American Association of Occupational Health Nurses, Inc., offers original articles of professional interest to the occupational and environmental health nurse. This monthly peer-reviewed publication regularly features original articles, health updates, professional practice, business and leadership, and AAOHN news. Each issue also offers CNE credit. Subscribers can benefit from our featured "online advanced release" where they can read articles on AAOHNJournal.com before they appear in the print issue.
- Average Issue Information:**
 - Average number of articles per issue:** 5
 - Average article length:** 6 pages
 - Editorial departments and features:**
 - CE Quiz (every issue)
 - Interviews
 - Professional Practice (every issue)
 - Business and Leadership (every issue)
 - Health Updates (every issue)
 - Research
- Origin of Editorial:**
 - Articles or abstracts from meetings or other publications?:** No
 - Submitted:** 80%
 - Staff written:** 0%
 - Peer review:** Yes (blind)
 - 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%
 - Paid Information:**
 - Association members: 6,600
 - Is publication received as part of dues?: Yes. Dues: \$185

- d) **Subscription Rates:** U.S.: \$109/year; Canada: add 5% tax; outside the U.S.: add \$53/year
20. **Circulation Verification:**
- SRDS sworn statement:** November 2009
 - Mailing house:** Publishers Press
21. **Coverage:**
- 6,554 American Association of Occupational Health Nurses, Inc.
 - 567 paid subscriptions
22. **Anticipated circulation modifications or changes effective January 2010:**
- Additions:** 100
 - Modifications:** None
 - Deletions:** None
 - Estimated total circulation for 2010:** 7,100

GENERAL INFORMATION

23. **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.
24. **New Product Releases:** Yes
25. **Ad Format Placement Policy:**
- Interspersed: Yes
 - Rotated: Yes
26. **Ad/Edit Information:** 30/70 Ad/Edit Ratio
27. **Value-Added Services:**
- Mailing list rental:** Available to 3x advertisers, ½ page ad minimum. Contact your sales representative for details.
 - Custom market research**
 - Bonus distribution**
28. **Reprint Availability:** Yes, contact John Kain for pricing at 856-848-1000, ext. 238, or e-mail: jkain@slackinc.com.
29. **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.
30. **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.
31. **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.
32. **Competitor Information:** AAOHN JOURNAL does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
33. **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

34. **Availability and Acceptance:**
- Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
35. **Charges:**
- Furnished inserts billed at black-and white-space rate, plus one page at frequency earned. Commissionable.
 - Tip-in charge:** Inserts with 2" lip will have no tip-in charge.
36. **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"

37. **Trimming:** Ship folded. Trim size: 8 1/8" x 10 7/8". Head, foot and outside edge trim 1/8".
38. **BRCs:**
- Pricing:** Contact your sales representative for prices.
 - BRC specifications:** 3 ½" x 5" minimum to 4 ¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.
39. **Quantity:** Full run — 1,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
40. **Shipping:** Carton packing must have publication name, issue date and insert quantity clearly marked.

AD REQUIREMENTS

41. Available Advertising Unit Sizes:

	Non-bleed Width Height	Bleed* Width Height
One Page	6 ½" x 9 1/8"	8 3/8" x 11 1/8"
½ Page (Horizontal)	6 ½" x 5"	8 3/8" x 5 ½"
½ Page (Vertical)	3 ¼" x 9 1/8"	3 ½" x 11 1/8"
¼ Page (Vertical)	2 1/8" x 9 1/8"	
¼ Page	3 ¼" x 4 ¾"	

- Trim size of journal:** 8 1/8" x 10 7/8"
 - 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.
42. **Paper Stock:**
- Inside pages:** 50 lb. gloss
 - Covers:** 80 lb. gloss
43. **Type of Binding:** Saddle-stitch
44. **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.
45. **Archived Ad Files:** Digital files will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

46. **Insertion Orders:**
Send product insertion orders to:
Kara Datz
National Account Manager
kdatz@slackinc.com
856-848-1000, ext. 549
- Send classified/recruitment insertion orders to:**
Robin O'Connell
AAOHN JOURNAL
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447
856-384-1793, ext. 494
47. **Send digital materials and sample inserts to:**
Anne Marie Randolph-Ferguson
AAOHN JOURNAL
Issue/Month
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000, ext. 263
- Send inserts to:**
Julie Duncan
AAOHN JOURNAL
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165