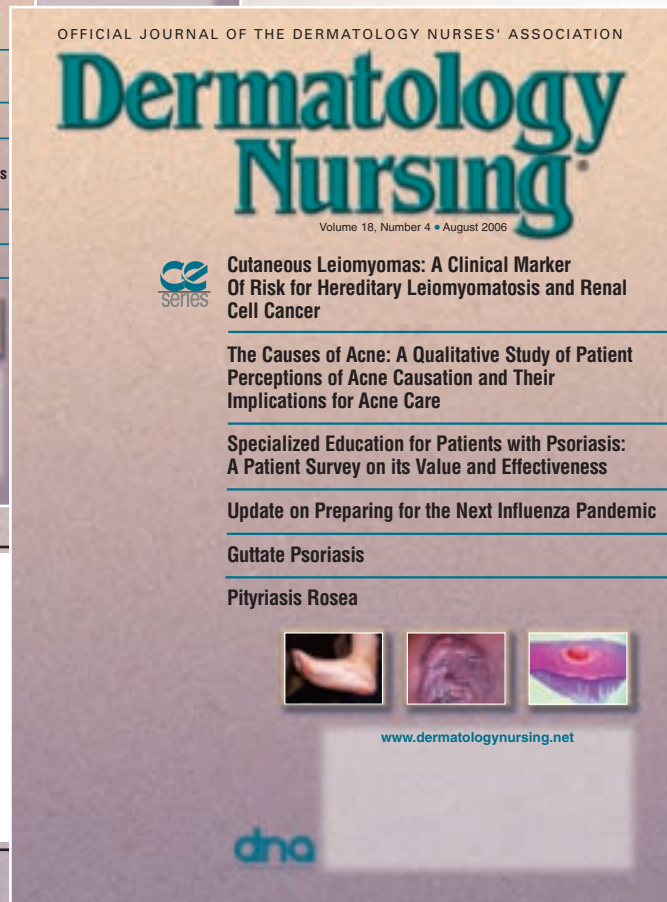
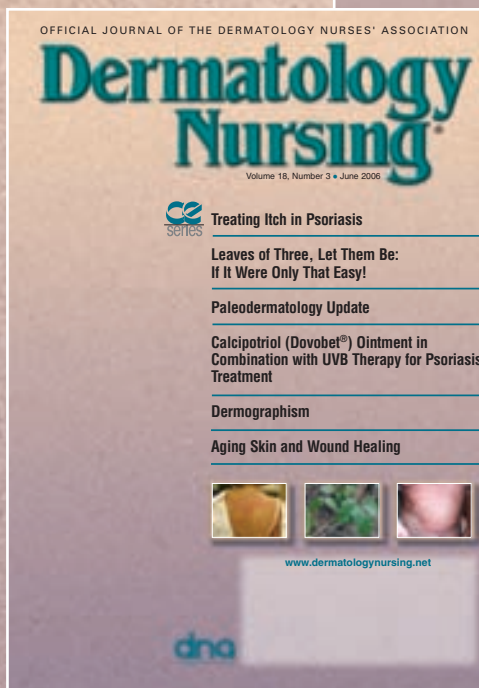
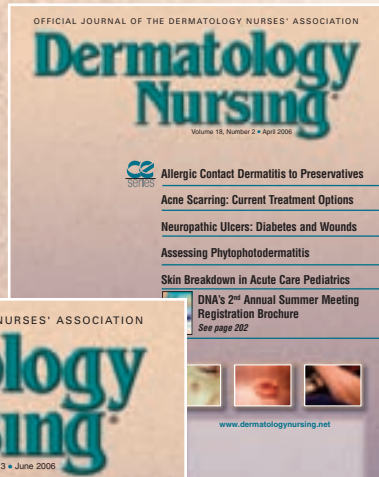


2007 Advertising Rates & Data



Published six times (6x) in 2007



Winner of the 2006 Gold Circle Award from the American Society of Nurse Executives and The Center for Association Leadership



Coverage: Dermatology Nurses in physicians' offices, clinics, and hospitals



General Information

1. Editorial Philosophy:

Dermatology Nursing is the official publication of the Dermatology Nurses' Association (DNA). It provides a forum for this vital health care specialty as DNA strives to collectively fulfill its purpose to: develop and foster the highest standards of dermatology nursing care through education and research, facilitate communication among its members, promote interdisciplinary collaboration, provide a forum for learning and sharing, serve as a resource for dermatology nursing information for other health care professionals, and serve as a support system for its members. *Dermatology Nursing* publishes clinical and theoretical information relevant to various specialists in dermatology. *Dermatology Nursing* promotes the dermatology specialty as well as the professional organization, the Dermatology Nurses' Association.

2. Issuance:

- a. Frequency: Six times a year— February, April, June, August, October, and December.
- b. Issue Date: 10th of February, April, June, August, October, and December

3. Established:

1989

4. Subscription Data:

Individual \$42.00 one year; \$78.00 two years
Institution \$65.00 one year; \$120.00 two years
\$10.00 per single copy

5. Editorial/Advertising Ratio:

A maximum average of 50/50 will be maintained.

6. Services to Advertisers:

Advertising placement interspersed; Advertisers' index; DNA mailing list available for purchase to regular advertisers; Bonus circulation for several issues; New Products Report.

7. Special Issues/Closing Dates 2007:

February - Convention Issue. Bonus distribution to nurses during DNA's 25th Annual Convention, February 1-4, 2007, Arlington, VA (Washington D.C. Area)
Closing Date: December 22

April - Post Convention Issue. Wrap up of DNA's 25th Annual Convention.
Closing Date: February 26

June - **Closing Date: April 25**

August - **Closing Date: June 25**

October - **Closing Date: August 24**

December - Pre-Convention Issue. Contains program and schedules for DNA's 2008 Annual Convention to be held in Las Vegas, NV, March 26-29, 2008; annual index of articles.
Closing Date: October 25

CIRCULATION

8. Circulation:

5,000 per issue

9. Circulation Verification:

Sworn statement and U. S. Post Office records for second class mail.

10. Coverage and Market:

- a. Coverage: National
- b. Market Served: Dermatology nurses who work in physicians' offices, clinics, and hospitals; other health care professionals with primary interests in skin care and dermatology; and dermatology offices.

Membership Profile

Professional Status:

RN	44.3%
NP	11.6%
LPN/LVN	15.6%
Medical Assistant	21.8%
Other	6.7%

Position:

Staff Nurse	37.4%
Head Nurse	8.0%
Clinical Specialist	5.0%
Supervisor/Coordinator	8.5%
Administrator	2.8%
Instructor	0.6%
Research Nurse	1.9%
Nurse Practitioner	11.4%
Medical Assistant	18.6%
Other	5.8%

Years in Dermatology:

0 - 2	25.1%
3 - 5	21.0%
6 - 9	18.1%
10 - 14	12.5%
15 - 19	10.0%
20+	8.5%

Practice Setting:

Outpatient Clinic	25.6%
Physician's Practice	55.9%
Other	18.5%

Level of Education:

Diploma - Nursing	22.6%
Associate Degree	25.2%
Bachelor's Degree	22.5%
Master's Degree	15.0%
Doctorate	0.8%
Other	13.9%

Dermatology Nursing®

11. Rates: Advertising rates per insertion (black and white) effective January 1, 2007:

Page Size	1X	6X	12X	24X	Page Size	1X	6X	12X	24X
One Page	\$1,615	\$1,470	\$1,340	\$1,260	1/2 Page	\$1,080	\$1,025	\$970	\$925
2/3 Page	1,315	1,240	1,180	1,120	1/3 Page	930	880	830	790
Junior Page	1,200	1,140	1,080	1,020	1/4 Page	775	735	700	665

12. Color Rates:

Second Color: \$650 additional per page per insertion (Second color is matched out of four color process.)
Four Color: \$1,550 additional per page per insertion

13. Bleed:

No Charge

14. Agency Commission:

A 15% agency commission will be allowed to qualified advertising agencies if accounts are paid within 30 days. No cash discount is allowed. Line classified ads are not agency commissionable.

15. Preferred Positions:

Covers (noncancelable; must be four-color)
2nd Cover (30% premium)
3rd Cover (20% premium)
4th Cover (50% premium)
Page One (30% premium)
Page Facing Contents and Page Facing First Text (25% premium)
Other Guaranteed Positions (20% premium)
Bellyband (call for pricing)

16. Inserts:

Two-page: 3 times earned black and white rate
Four-page: 5 times earned black and white rate
Business Reply Cards: 1 1/2 times the earned black and white rate.
Card must be accompanied by a minimum of one full page advertisement. Publication is perfect bound.
Quantities - see under Digital/Reproduction Requirements

17. Positions Available/Job Opportunities Advertisements -

Dermatology Nursing and Dermatology Nursing's Web site
Dermatology Nursing will accept line classified position available advertisements. All information should be submitted to ***Dermatology Nursing*** four weeks prior to the month of issue. Advertisements will appear within the next available issue of ***Dermatology Nursing***. Copy should be typed, double-spaced, 40 characters per line. Copy may also be e-mailed to dnj_adver@ajj.com. The fee is \$175 net for up to 10 lines (40 characters per line) and \$17.50 per line thereafter. All advertising must be prepaid (check payable to ***Dermatology Nursing***) and mailed to ***Dermatology Nursing*** Classified, East Holly Avenue, Box 56, Pitman, NJ 08071- 0056.

Bonus Internet Posting on *Dermatology Nursing's* Web site, www.dermatologynursing.net. All classified advertisements will also be posted on ***Dermatology Nursing's*** Web site for no extra charge within about one week of receipt (copy and prepayment) and will run for approximately 2 months.

18. Earned Rates:

Rates are earned by total number of insertions used 12 months from date of first insertion. A spread is counted as two insertions. Inserts count each page as one insertion. Space used by various subsidiaries of a parent company is combined for accounting of earned rates.

19. Rate Protection Policy:

Rates subject to change without notice. 2007 rates will be in effect for all advertising as of the February 2007 issue. Contracts for six or more insertions placed for February 2007 through December 2007 issues are protected at the rate shown on the rate card.

20. Frequency/Rate Adjustments:

Frequency rates for regular advertisers will be established when you run the first ad of the calendar year. This established frequency will be used for the entire year. Any adjustments (debits or credits) will be made at the end of the calendar year.

21. Payment Policy:

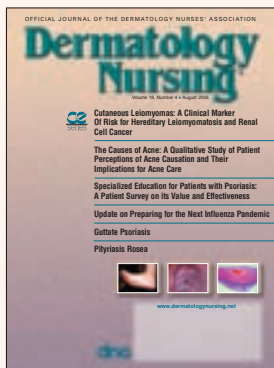
Bills due upon receipt. Agency discounts are allowed only for accounts paid within 30 days. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable to publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. Publisher reserves the right to require prepayment for advertisements. All new advertisers must prepay.

22. Publisher's Liability:

Publisher shall not be liable for any costs or damages for failure to publish an advertisement or for printer's errors. The Publisher is not responsible for errors for pub-sets, the advertiser's index, or other index listings.

23. Acceptance of Advertisements:

All advertisements are subject to approval by the Dermatology Nurses' Association (DNA). DNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of DNA.



Official Publication of:

Dermatology Nurses' Association
East Holly Avenue Box 56
Pitman, NJ 08071-0056
856-256-2330
www.dnanurse.org

Publisher:

Anthony J. Jannetti, Inc.
856-256-2300
www.ajj.com

National Advertising Representative:

Anthony J. Jannetti, Inc.
East Holly Avenue Box 56
Pitman, NJ 08071-0056
856-256-2376
FAX: 856-589-7463

Michael Cunningham, Vice President, Marketing
Susan Iannelli, Marketing Manager, Advertising

Internet Communication:

E-mail: dnj_adver@ajj.com
Web site: www.dnanurse.org
or www.dermatologynursing.net

MECHANICAL REQUIREMENTS

	<i>Width</i>	<i>Height</i>
One Page	7"	10"
² / ₃ Page	4 1/2"	10"
Junior Page	4 1/2"	7 1/2"
¹ / ₂ Page (V)	3 3/8"	10"
¹ / ₂ Page (H)	7"	4 7/8"
¹ / ₃ Page (V)	2 1/4"	10"
¹ / ₃ Page (H)	4 1/2"	4 7/8"
¹ / ₄ Page	3 3/8"	4 7/8"
Bleed Page Size	8 3/8"	11 1/8"
Trim Size	8 1/8"	10 7/8"
Spread Bleed Size	16 1/2"	11 1/8"
Spread Trim Size	16 1/4"	10 7/8"

DIGITAL/REPRODUCTION REQUIREMENTS

Dermatology Nursing is reproduced by offset lithography. Journal stock is: Covers – 80 lb. Mead Enamel; Inside – 50 lb. Dependo Web. Recommended line screen is 133 – maximum 150. Maximum density is 300% (69% magenta, 69% yellow, 80% black, and 82% cyan). Web fed. Rounds dots preferred. Rotation of Colors: Black, Blue, Red, Yellow.

PDF file is the accepted format: PDF files should be sent via CD Rom. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded. For more information on how to make a PDF file for **Dermatology Nursing**, please visit www.bantapublications.com.

Color Proofs: An accurate color print/proof of how your ad should print must be supplied. If a color print/proof is not included with your ad file, **Dermatology Nursing** is not responsible for the color quality of your printed advertisement.

Bleed Information: Keep live matter 1/4" from trim, 1/4" from gutter.

Binding: **Dermatology Nursing** is perfect bound.

Typesetting: Advertising requiring typesetting or preparation by Publisher must be received 15 days in advance of closing date. Minimum typesetting charges are \$200, 1/4 page; \$250, 1/2 page; \$300, full page. Composition, camera work, and stripping supplied by the Publisher will be invoiced at cost.

24. Ad Placements:

Unless otherwise guaranteed, **Dermatology Nursing** will rotate regular advertisements front to back every other issue. Placement away from competitors can not be guaranteed.

25. Disposition of Reproduction Materials:

Reproduction materials will be held for one (1) year from date of last insertion and then destroyed.

26. Inserts:

Please consult with **Dermatology Nursing** for shipping instructions and quantities. Preliminary quantities are: February - 8,000; April through December -7,000 each. Call for actual quantities.

27. Forward all contracts, insertion orders and printing materials to:

Dermatology Nursing

c/o Anthony J. Jannetti, Inc.

Postal:

Box 56, Pitman, NJ 08071-0056

UPS/Overnight Service:

200 East Holly Avenue, Sewell, NJ 08080

Attention: Susan Iannelli, Marketing Manager, Advertising

Phone: 856-256-2376

Fax: 856-589-7463



Dermatology Nurses' Association

www.dnanurse.org

For more information or to reserve space, please call Anthony J. Jannetti, Inc. at 856-256-2376