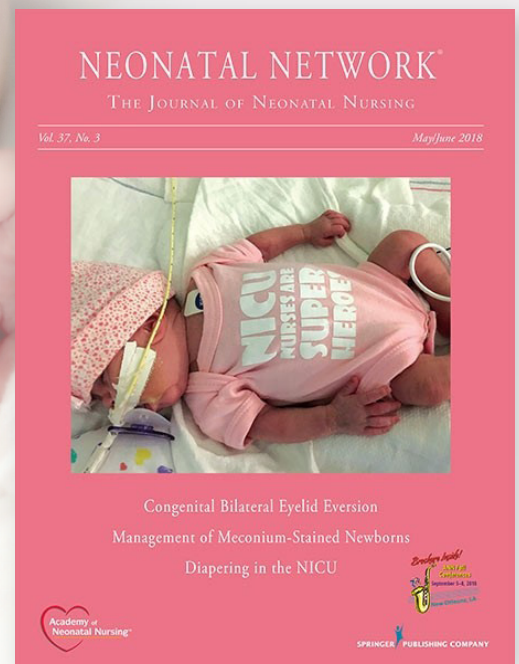
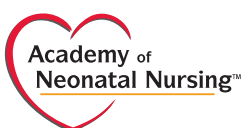


# NEONATAL NETWORK<sup>®</sup>

THE JOURNAL OF NEONATAL NURSING



## 2021 Media Kit



## At-A-Glance Neonatal Network Publishing Schedule

	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Space Close	11/30/20	1/26/21	3/23/21	5/25/21	7/13/21	9/27/21
Art Due	12/7/20	2/2/21	3/30/21	6/1/21	7/20/21	10/4/21
Street Date	1/15/21	3/16/21	5/17/21	7/19/21	8/30/21	11/16/21

## 2021 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, 2020**

**Material Date: December 7, 2020**

### MARCH/APRIL

#### “Advance Practice Conference” issue:

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

**Closing Date: January 26, 2021**

**Material Date: February 2 2021**

### 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, 2021**

**Material Date: March 30, 2021**

### 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, 2021**

**Material Date: June 1, 2021**

### 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, 2021**

**Material Date: July 20, 2021**

### 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, 2021**

**Material Date: October 4, 2021**

### COLUMNS IN EACH ISSUE

**Back to Basics** reviews the state of the science for core topics in neonatal care such as thermoregulation, breastfeeding, hyperbilirubinemia and gestational diabetes.

**Clinical Challenges** addresses issues that routinely challenge NICU nurses in their daily practice.

**Educational Strategies in the NICU** provides helpful background and new ideas for successful educational ventures.

**Evidence-Based Practice** helps NICU providers understand the science behind practice, whether it’s understanding statistics or evaluating clinical practice guidelines.

**Family-Centered Care** addresses the family perspective of life in and after the NICU.

**Health Information Technology** helps build the reader’s understanding of medical technology and its application to NICU care.

**Lab Values** provides an in-depth look at various lab tests used in the assessment and management of neonatal conditions.

**Of Counsel** helps NICU nurses understand the legal system as it relates to their practice, covering topics such as charting, being an expert witness, and giving a deposition.

**Pointers in Practical Pharmacology** examines research related to dosing, side-effects, monitoring and outcomes for both common and new drugs used in the care of neonates.

**Neonatal Imaging** addresses the strengths and limitations of various diagnostic imaging techniques and provides case study examples of how these techniques are used and how the results are evaluated.

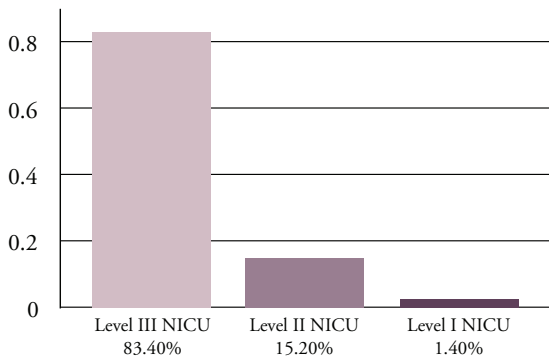
## CIRCULATION

7,150 NICU nurses. More than 1,800 Level II and Level III neonatal intensive care units throughout the United States and Canada.

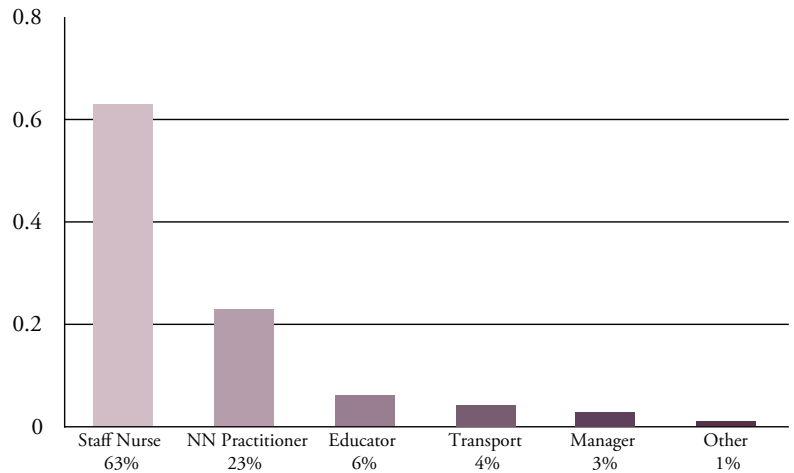
## MARKET SERVED

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, \$117/year, institutional, \$391/year. Canadian subscriptions: individual, \$166/year; institutional, \$468/year. International subscriptions: Individual \$166/year, institutional \$468/year. All payments must be U.S. funds drawn on U.S. bank only. (Rates subject to change.)
4. Editorial: *Neonatal Network*<sup>®</sup> 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: Rick Gabler, Neonatal Network  
Anthony J. Jannetti  
East Holly Ave., Box 56, Pitman, NJ 08071-0056  
Overnight: 200 E. Holly Ave, Sewell, NJ 08080  
P: 856 256-2314 | F: 856-589-7463  
Please contact advertising representative for shipping address and deadline for inserts.
7. Forward all ad materials by e-mail to: Rick.Gabler@ajj.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.
10. Classified print advertising \$350 net, must be prepaid. Send posting in a Word document to Rick Gabler.

## Advertising Rates

Advertising rates are per insertion, there is no extra charge for full page full bleed.

	1 Issue	3 Issues	6 Issues
<b>Four Color</b>			
Full Page	\$4,170	\$3,900	\$3,725
Half Page	\$3,575	\$3,325	\$3,210
Quarter Page	\$3,010	\$2,785	\$2,650
<b>Black and White</b>			
Full Page	\$2,525	\$2,300	\$2,000
Half Page	\$1,900	\$1,750	\$1,625
Quarter Page	\$1,325	\$1,150	\$1,015

## 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"	10"
Half Page Vertical	3.5625"	9.125"
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 [Rick.Gabler@ajj.com](mailto:Rick.Gabler@ajj.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

## For more information, please contact:

**Rick Gabler, National Sales Representative**

P: 856-256-2314 | F: 856-589-7463  
[Rick.gabler@ajj.com](mailto:Rick.gabler@ajj.com)

Advertising Representatives for Neonatal Network®  
 Anthony J. Jannetti, Inc., East Holly Avenue, Box 56,  
 Pitman, New Jersey 08071-0056

## Inserts

Inserts, outserts, and cover tips are available.

Contact Miriam Martin for a customized quotation.

## e-TOC Alert

Take advantage of an opportunity to advertise in *Neonatal Network's* e-mail blast table of contents alerts sent to our opt-in list of over 18,000 readers. This alert, sent six times per year, provides a detailed summary of each new issue of the journal as soon as it is available online.

The e-TOC offers two ads spots for a 468X60 leaderboard and footer. The leaderboard is placed directly above the content listing in the email and a footer is placed directly below the summary of each issue. These alerts have some of the highest click-through rates of all *Neonatal Network* products.

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Street Date	1/15/21	3/14/21	5/16/21	7/16/21	8/29/21	11/15/21

### e-TOC Alert Advertising Rates

	1 Issue	3 Issues	6 Issues
Leaderboard	\$1,250	\$1,100	\$1,000
Footer	\$750	\$700	\$650

### Mechanical Requirements

Size	Width	Height
Leaderboard	468 px	60 px
Footer	468 px	60 px

### Materials

Ad materials should be e-mailed [Rick.Gabler@ajj.com](mailto:Rick.Gabler@ajj.com), maintaining the following guidelines.

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

### Classified Advertising

Advertise on the Careers job board on [www.neonatalnetwork.com](http://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. There is no maximum word count limitation. Submitted ads will be posted online within 48 hours of receipt.

Size	Rate
Job Post	\$349 per job, for 30 days (jobs also posted on <a href="http://DailyNurse.com">DailyNurse.com</a> and <a href="http://MinorityNurse.com">MinorityNurse.com</a> )





## Dedicated Email Blasts

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Share your message with our email list of 550,000+ professionals, students, and educators in nursing, social work, counseling, psychology, and public health.

### Key Features and Benefits

Select from a list of over 550,000+ professionals and target custom audiences by location, degree, specialty, and profession.



#### Network

Gain access to more than 550,000+ nursing, social work, counseling, psychology, and public health professionals, students, and educators



#### 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 1 week after each email

### Per-Email Rates

0 - 10,000

**\$.35**  
per user

10,000+

**\$.30**  
per user

#### For More Information, Please Contact:

Rick Gabler, National Sales Representative  
P: 856-256-2314 | F: 856-589-7463  
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