



# JOURNAL OF CHILD AND ADOLESCENT PSYCHIATRIC NURSING



Published on Behalf of the Association of Child and Adolescent Psychiatric Nurses

## Publishing Staff

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## Sales Opportunities

Matthew Ward, Reprint Sales Rep.  
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### Journal Homepage

<http://www.blackwellpublishing.com/JCAP>

## 2008 Rates and Specifications Effective January 2008

### EDITORIAL

**Journal Of Child and Adolescent Psychiatric Nursing** is the only nursing journal to focus exclusively on issues of child and adolescent mental health around the world. As a primary resource for nurses and other healthcare professionals in clinical practice, educator roles, and those conducting research in mental health and psychiatric care, the journal includes peer-reviewed, original articles from a wide range of contributors in a broad variety of settings. The breadth of topics covered in JCAPN includes psychosocial issues, psychopharmacology, the impact of interventions on cognitive, social, or emotional growth and development, environmental factors that facilitate or constrain mental health, social policy factors that influence the delivery of healthcare services, care of emotionally disturbed children in schools, inpatient and outpatient settings, care within the juvenile justice system, and psychiatric nursing education and research. Columns highlight conferences held around the world, book reviews of popular literature useful to clinicians, and case studies. Special theme topics are published periodically as an outcome of conferences and needs of the readers

### COVER AND PREFERRED POSITION RATES

In addition to earned B&W Rate\*  
 2nd Cover: 35%  
 3rd Cover: 25%  
 4th Cover: 50%  
 Opposite Table of Contents: 10%  
 Positions available on a non-cancelable basis.

### COLOR

In addition to earned B&W Rate\*  
 Standard: \$375  
 Matched: \$475  
 4-Color Process: \$975

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

**TOTAL CIRCULATION: 459**

### CLOSING DATES

Issues	For Ad Placement	Material Due Date	Mailing Date
February 2008	12/11/07	12/21/07	2/1/08
May 2008	3/17/08	3/27/08	5/2/08
August 2008	6/16/08	6/26/08	8/1/08
November 2008	9/16/08	9/26/08	11/3/08

### ADVERTISING OPPORTUNITIES

**Inserts:** Rates are determined using the black and white earned rate per number of insert pages.

**Other services available\*:** Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

(\*Some opportunities not available for some journals. Please contact your Advertising Executive for details and availability.)

### FREQUENCY: QUARTERLY

#### Black and White Rates

Frequency	1x	2x	4x	8x
Full Page	\$1100	\$1050	\$1000	\$950
Half Page	\$795	\$775	\$750	\$725
Quarter Page	\$620	\$600	\$580	\$560

Earned page rate is determined by the number of insertions per year (i.e., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward earned page rate.

## MECHANICAL REQUIREMENTS

**TRIM SIZE:** 8-1/4" x 10-7/8"

### PAGE SIZES, NON-BLEED:

	Width	Depth
Full Page	7"	10"
1/2 page Vertical	3-1/2"	10"
1/2 Page Horizontal	7"	5"
1/4 page	3-1/2"	5"

### PAGE SIZES, BLEED:

	Width	Depth
Full Page	8-1/2"	11-1/8"
1/2 page Vertical	4-5/16"	11-1/8"
1/2 Page Horizontal	8-1/2"	5-9/16"

### SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser Proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- For additional information, please see our PDF specifications available at: [http://www.blackwellpublishing.com/authors/web\\_printspec.pdf](http://www.blackwellpublishing.com/authors/web_printspec.pdf).
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

## INSERT REQUIREMENTS

- Multi-page inserts are to be furnished folded. Three samples required.
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

### PAPER STOCK:

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10 pt. C/2/S

### HALFTONE SCREEN: 133

### TYPE OF BINDING: Perfect

### REPRODUCTION REQUIREMENTS:

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

### CONTACTS:

Ship all Advertising Material as well as two Insert Examples to:

Wiley-Blackwell  
Attn: Advertising Traffic Coordinator  
JCAP, Volume \_\_\_\_, Issue \_\_\_\_  
350 Main Street  
Malden, MA 02148-5018

Ship Inserts to:

The Sheridan Press  
Attn: Lin Pearson  
JCAP, Volume \_\_\_\_, Issue \_\_\_\_  
450 Fame Avenue  
Hanover, PA 17331



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