

Official Journal of the  
Association of Women's Health,  
Obstetric and Neonatal Nurses



Editor: Anne Katz, PhD, RN

Executive Editor: Carolyn Davis Cockey, MLS

*Nursing for Women's Health* (formerly AWHONN Lifelines) is the official clinical practice management journal of AWHONN, focusing on all areas of women's health. This award-winning journal is read by more than 22,000 nurses, nurse practitioners and other health professionals who provide direct care to women and newborns. *Nursing for Women's Health* covers the most recent and important health care trends and current everyday practice issues in women's health, obstetric and neonatal nursing. Articles range from expert, peer-reviewed features to the latest in clinical trends, opinions, innovation, health policy updates and breaking news, to the newest drugs, devices and alternative/complementary therapies. *Nursing for Women's Health* is a "must-read" for the most compelling health care information for women's health, newborn care and professional nursing issues.

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NO CANCELLATIONS WILL BE ACCEPTED AFTER THE CLOSING DATE.

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Full Page	\$3,225	\$3,105	\$3,015	\$2,915
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1/4 Page	\$1,315	\$1,240	\$1,180	\$1,080
1/8 Page (Classified only)	\$ 920	\$ 865	\$ 830	\$ 815
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Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

**PLACEMENT OF ADVERTISING:** Interspersed

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Standard color, per page/fraction, extra. . . . . \$ 770  
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**AGENCY COMMISSION:** 15% to agencies

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Page facing Inside Front at no extra premium.

Must run as a spread.

**CLOSING DATES:**

ISSUE	SPACE RESERVATIONS	AD MATERIALS	MAIL
February/March	1/1/08	1/8/08	2/7/07
April/May (Convention Issue)	3/2/08	3/10/08	4/7/07
June/July	5/2/08	5/8/08	6/6/07
August/September	6/30/08	7/8/08	8/5/07
October/November	8/31/08	9/8/08	10/6/07
December/January	10/24/08	10/31/08	12/3/07

**INSERTS:**

2-page insert – 3 times earned B/W rate.  
4-page insert – 4 times earned B/W rate.  
8-page insert – 8 times earned B/W rate.  
Outserts, loose inserts, gatefolds, tip-ins, CD-ROM inserts and business reply cards are available. Sample must be submitted to the Publisher for approval. Please call for rates.

**INSERT QUANTITY ESTIMATE:**

28,000. However, we recommend that you call your representative prior to each issue because the quantity fluctuates for each issue.

## BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop marks, and trim marks clearly indicated. Electronic Transfer (preferred method of submission).

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

## POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final Size of BRC: 4 1/4" x 6 1/4"

Minimum paper weight: 7 pt.

Requirement Stock: 75# hibulk (required by USPS)

## MECHANICAL REQUIREMENTS:

**TRIM SIZE:** 8 3/8" x 10 7/8"

	NON-BLEED	BLEED
Full Page	7" x 10"	8 5/8" x 11 1/8"
1/2 page horizontal	7" x 4 7/8"	
1/2 page vertical	3 3/8" x 10"	
1/4 page	3 3/8" x 4 7/8"	
1/8 page (classified only)	3 3/8" x 2 1/4"	
Live Matter: 1/2" from trim		
B&W Halftone Screen: 150		

## SUBMISSION OF ADS:

- ♦ Indicate Journal, Volume & 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 graphics 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: [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.

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To upload your advertisement and complementing material onto the Wiley-Blackwell FTP site please visit:

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using Internet Explorer

### To LOGIN:

From the toolbar, got to file and select "login as"

**USERNAME:** ads

**PASSWORD:** Please request the password from the Ad Traffic Coordinator at [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com)

A list of numerous folders will appear. Go to \Professional\ Submitted Materials and upload your advertisement and complementing material.

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**BRIEF DESCRIPTION OF THE AD:**

**CONTACT NAME:**

**CONTACT EMAIL:**

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## ADDRESSES AND CONTACT NUMBERS:

### DISPLAY AND CLASSIFIED AD SALES / CONTRACTS AND INSERTION ORDERS:

The Walchli Tauber Group  
2225 Old Emmorton Road  
Suite 201  
Bel Air, MD 21015

Attention: Greg Pessano, National Sales Manager

Telephone: (443) 512-8899 ext. 105

Fax: (443) 512-8909

Email: [greg.pessano@wt-group.com](mailto:greg.pessano@wt-group.com)

## CONTACT INFORMATION:

### ARTWORK SUBMISSIONS

Wiley-Blackwell

Attention: Advertising Traffic Coordinator

*Nursing for Women's Health*, Volume \_\_\_\_, Issue \_\_\_\_

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Email: [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com) for  
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List journal name, issue number, and quantity on boxes/  
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Send two samples to Advertising Traffic Coordinator  
at above address

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2000 L Street, N.W.

Suite 740

Washington, DC 20036

Telephone: (800) 673-8499

Fax: (202) 728-0575

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