

## PRINT

### MECHANICAL SPECIFICATIONS

**Trim size:** 8" x 10.5", Live Area: 7" x 10", 133 line screen at 266 dpi.

#### Ad Sizes

Full page: 7" x 10" (800 lines)  
Trim 8" x 10.5"  
Bleed 8.25" x 10.75" (1/8" bleed) on all four sides

1/2 pg horizontal: 7" x 4.75" (400 lines)  
1/2 pg vertical: 3.375" x 10" (400 lines)  
1/4 pg: 3.375" x 4.75" (200 lines)

Classified ads: 1 col. = 1.1875" (3/16") wide.  
Min. 10 agate lines, 6 pt. type size

#### Free Color

Ads must be sent as CMYK PDF files, all fonts embedded, 300 dpi.  
All art files (EPS, TIFF) must be CMYK files, 300 dpi.  
All logos must be CMYK EPS files.

**NOTE:** Exact color match is not guaranteed.

#### Classified Ad Type

**Minimum classified ad size:** 10 agate lines, 6 pt. type size. Charges for single-column straight classified advertising are based on computer-generated line counts. With approximately 14 agate lines to the inch, space taken by logo, white space, and larger type is billed in equivalents of classified lines (e.g., a 10-point line is billed as 2 lines, a 12-point line as 3 lines).

#### Deadlines/Frequency

Refer to Publishing Schedule for issue dates and deadlines for all regions.

#### Charges

**Additional Charges:** 1.5% per month or fraction thereof for accounts in excess of 45 days.

**Early Payment Discount:** 2% 15 days.

**Agency Commissions:** 15% to qualified agencies.

#### Ad Submission

Create an account and upload ad via **AdDesk** at <http://addesk.gannethg.com>

**AdDesk** is a free service that allows you to send us your ad material online.

**Name your file with PO or I/O number.**

## POLICIES

- Only Full and Half Page ads appear in ROP (Run of Publication i.e. throughout the editorial sections of the magazine).
- Advertisers must agree to run a ¼ page (or equivalent) size ad for each of their frequency commitments to be eligible for a Frequency Contract discount on Modular Ads. For example: A client who commits to run a ¼ page in 6 issues would be eligible for the 6x contract rate.
- Frequency contract advertisers secure discounted line rates for their frequency level for the in-column ads they place.
- In-column advertisers may sign a frequency contract to secure the frequency discount on in-column ads only, not on Modular Ads.
  - To receive the in-column frequency rate clients must agree to one of the standard frequency levels with a minimum of a 10-line ad in each issue.
  - In-column advertisers on frequency rates will not receive the frequency rate discount on a modular ad. (i.e. If the in-column advertiser desires to run a Full Page ad, it will be priced at the Open Rate).
- In-Market Pickups are for open rate advertisers only and must be in the next consecutive issue. Ad sizes cannot be changed and copy changes may not exceed 25% of the total ad copy. No other discounts may be applied to the in market pickup.
- Multiple discounts cannot be applied to Specialty Guide Pickups. Clients either elect to receive the frequency discount OR the package discount – not both.
- Multiple discounts cannot be applied to Job Posting Packages. Clients either elect to receive the frequency discount OR the package discount – not both.
- Positioning charges apply to "Vogue advertising section", as well as the inside front cover, inside back cover and outside back cover. Positioning charges are waived for clients who have committed to the highest frequency contract level.
- Classified/Jobs section ads receive free color in all regions (ads must be sent as CMYK PDF files). Limited color options are available for typeset classified ads.
- Jobs section ads may be 2, 3 or 4 column in all regions.
- For advertising other than Recruitment Advertising, please refer to our Education and Product Advertising Rate Cards for each region.

## RATE CARD LEGAL PROVISIONS

- Short-Rating.** If, after one year from the date hereof, Advertiser shall have used fewer pages/inches/preprints/dollars than agreed to in their signed contract, to the extent that a different rate would be applicable according to the Publication's current rate schedule, Advertiser's rate for all space used during the year shall be increased to the appropriate rate indicated on said rate schedule.
- Publication's Rate Card.** The Publication may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Publication.
- Right to Edit or Reject.** The Publication may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.
- Payment for Advertising.** Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on the Publication's invoices, and, if it fails to timely pay as provided for in the invoices, the Publication may reject advertising copy and/or immediately cancel Advertiser's contract, and Advertiser agrees to indemnify the Publication for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, the Publication may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.
- Typographical Errors; Incorrect Insertions or Omissions.** The Advertiser's contract cannot be invalidated, and the Publication will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.
- Indemnification.** Advertiser agrees to indemnify, defend and hold harmless the Publication from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Publication or any of its affiliates may become liable by reason of publication of Advertiser's advertising.
- Ownership of Advertising Copy.** All advertising copy that represents the creative effort of the Publication and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Publication, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Publication's prior written consent.
- Direct Response Advertising.** Direct Response advertisers are those who conduct their over-all business, or a specific and separate division of their business, primarily by mail or online. The Direct Response advertisement will contain a coupon, write-in offer, order phone number, or online address. Premium offers in advertisements, except those placed by Direct Response advertisers, do not qualify. Direct Response advertisers appearing in **NURSE.com Nursing Spectrum**, **NURSE.com The Magazine**, or **NURSE.com Nurseweek** agree to: fulfill all orders or refund to customer any money paid; refund full price of merchandise returned due to dissatisfaction for any reason; include a street address. A P.O. box number may be used in the offer or coupon if a street address appears elsewhere in the advertisement; provide any information requested by **NURSE.com Nursing Spectrum**, **Nurse.com The Magazine**, or **NURSE.com Nurseweek** for substantiation of advertising claims.
- Taxes.** If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
- Assignment.** Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency ("Agency"), if any.
- Force Majeure.** Each party's obligations under the advertising agreement are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.
- Cancellations.** The closing time for cancellations is noon on the day of space reservation deadline prior to the scheduled publication date for black and white material and noon on the day of space reservation deadline prior to the scheduled publication date for color material. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by the Publication regardless of the cancellation of Advertiser's advertising.
- Positioning of Advertisements.** Publication shall have full latitude with respect to positioning all advertisements; provided, however, that Publication will use its reasonable efforts to accommodate the Advertiser's positioning requests.
- Credit Check.** The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and/or Agency.
- Joint and Several Liability.** If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's contract, including payment for all advertising.
- Agency Commissions.** Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract.
- No Sequential Liability.** The Advertiser's contract renders void any statements concerning liability that appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Publication's Credit Department. It is further agreed that the Publication does not accept advertising orders or space reservations claiming sequential liability.
- Incorrect Rates in Order Forms.** When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Publication's rate schedule, and in accordance with the conditions contained in Advertiser's contract.
- Brokered Advertising.** The Publication deals directly and individually with its local advertisers and does not accept local brokered advertising.
- Photo Releases.** Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from your account executive.