



Official journal of National Alliance of Wound Care

EXPAND YOUR REACH to an NEW audience of skin, wound and ostomy decision makers practicing in a variety of patient care settings

Official journal of CERTIFIED skin, wound and ostomy experts
WCC®, DWC® and LLESM and OMSM
Certificants of the National Alliance of Wound Care®

Wound Care Advisor, Practical Issues in Wound, Skin and Ostomy Management is the journal that CERTIFIED skin and wound clinicians will be reading AND the most efficient advertising buy in the wound care field.

Celebrating 10 years of certifications, The National Alliance of Wound Care (NAWC) is the fastest growing community in wound care. NAWC embraces those from a wide range of healthcare licensures which also makes NAWC the most diverse and inclusive wound care certification organization in the country.

Specialties

- Nurses – 80%
Physical Therapists 12%
Occupational Therapists
MDs

Practice Settings

- Long term care/home care
Acute care
Wound care clinics

As the official journal of NAWC Wound Care Advisor introduces a clinical resource unlike any in the field today! Wound Care Advisor is published in cutting-edge digital turn-page format deployed electronically to over 16,000 qualified, active clinicians bi-monthly.

- Empower them to set a new standard for wound care practices throughout the continuum of care
Maximize their educational foundation of best practices
Assist in the advancement of their professional careers

Every issue includes

- Two to three feature articles
Editorial from Editor-in-Chief, Donna Sardina, RN, MHA, WCC, CWCNS, DWC, OMS who brings over 30 years clinical and editorial experience (specific to wound care) to the journal.
Clinical Notes – Short summaries of scientific research, guidelines, and reports that highlight key “take-aways”
Best Practices – Case studies, clinical tips from would care clinicians, and other key resources
Business Consult – Designed to help wound care clinicians manage their careers and stay current
Clinician Resources – Highlights patient education, tool kits, websites, and other resources
NAWC News – News and updates from the leading voice for multi-disciplinary certified wound care clinicians

Call us today to learn more about this exciting new journal!

Table with 5 columns: Tyra London (Publisher), Scott MacDonald (Sr. Acct. Mgr.), Sue Schmidt (Sr. Acct. Mgr.), Renee Artuso (Sr. Acct. Mgr.), Greg Osborne (Group Publisher). Includes phone numbers and extensions.

# Fast Facts

- Editorial** The official journal of the National Alliance of Wound Care® (NAWC) and the ONLY wound, skin and ostomy management journal guaranteed to reach all certified WWC®s, DWC®s, LLE<sup>SM</sup>s and OMS®s. Serving as a new “voice” of today’s multi-disciplinary wound care clinicians, the e-journal provides vital clinical data, information, news and insight from authoritative experts, enhancing the quality of patient care and advancing the field of skin, wound and ostomy management.
- Frequency** Bi-monthly. Issues deployed electronically the last week of the odd months.
- Circulation** Over 16,000 multi-disciplinary clinicians including nurses, physical therapists and physicians practicing in a multitude of care settings. Circulation includes all Certificants of the NAWC.
- Peer Review** Yes. Editorial is reviewed by the Managing Editor, Editor-in-Chief and other wound care experts.
- General Information** Average number of articles per issue – 2-3 peer-reviewed articles plus additional departments. Editorial from Editor-in-Chief, Donna Sardina, RN, MHA, WCC, CWCMS, DWC, OMS who brings over 30 years clinical and editorial experience (specific to wound care) to the journal.  
*Clinical Notes* – Short summaries of scientific research, guidelines, and reports that highlight key “take-aways”.  
*Best Practices* – Case studies, clinical tips from wound care clinicians, and other key resources.  
*Business Consult* – Designed to help wound care clinicians manage their careers and stay current.  
*Clinician Resources* – Highlights patient education, tool kits, websites, and other resources.  
*NAWC News* – News and updates from NAWC, the leading voice for multi-disciplinary certified wound care clinicians.
- Origin of Editorial** Staff-written – 25%  
 Solicited – 60%  
 Submitted – 15%
- Format** E-journal featuring state-of-the-art turn page technology. Accessible via the web, electronic tablets and smart phones. All issues will be archived and content available through a dedicated companion website.
- Ad/Edit Ratio** 40/60%
- Placement** Advertising is placed between and within articles. Standard ad rotation.
- Education** Sponsored continuing education as well as supplements and other education opportunities are available. Contact your Account Manager for more information.
- Incentive Program** Ask your Account Manager for special programs and added value services.

<b>Tyra London</b> Publisher 215-489-7000, ext. 117	<b>Scott MacDonald</b> Sr. Acct. Mgr. ext. 118	<b>Sue Schmidt</b> Sr. Acct. Mgr. 847-626-4881	<b>Renee Artuso</b> Sr. Acct. Mgr. ext. 101	<b>Greg Osborne</b> Group Publisher ext. 101
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# Wound Care ADVISOR

PRACTICAL ISSUES IN WOUND, SKIN, AND OSTOMY MANAGEMENT

2013 RATE CARD Card #2 • Issued October 2012 • Effective 1/2013

The official journal of the



## STAFF

### Group Publisher

Gregory P. Osborne  
215-489-7000 x101  
gosborne@healthcommedia.com

### Managing Editor

Cindy Saver, MS, RN  
csaver@woundcareadvisor.com

### Traffic/Production Coordinator

Rachel Barger  
215-489-7000, ext. 119  
rbarger@healthcommedia.com

### Art Director

David Beverage  
dbeverage@woundcareadvisor.com

## SALES

### Publisher

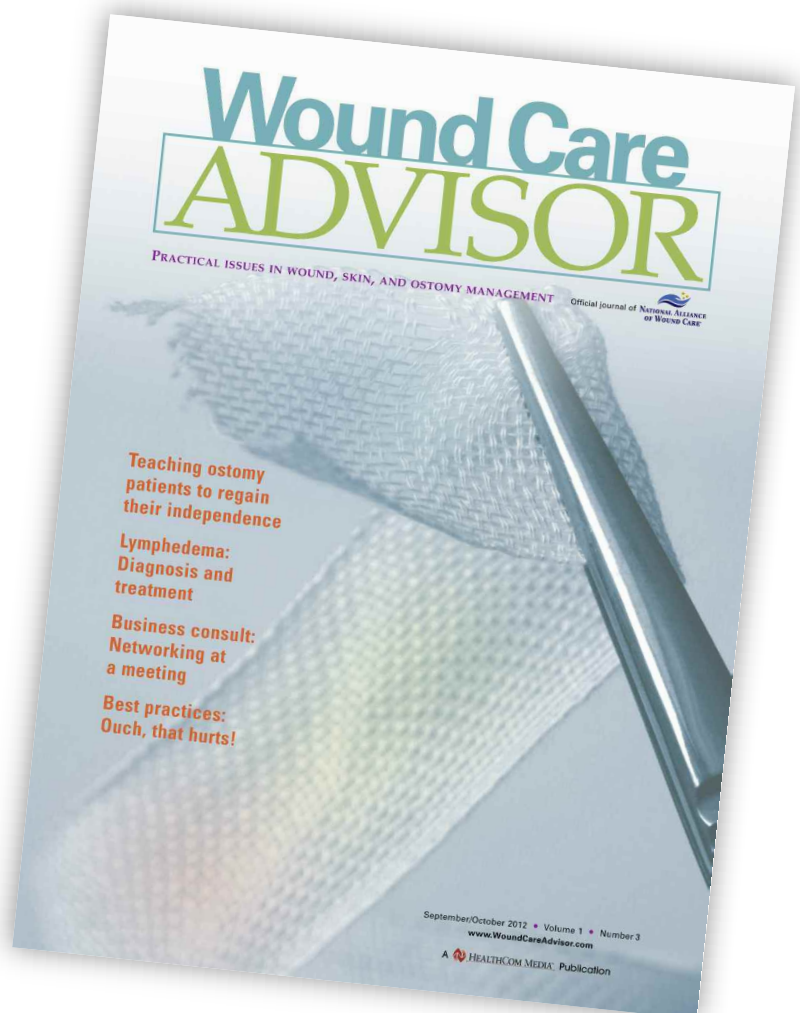
Tyra London  
215-489-7000 x 117  
tlondon@healthcommedia.com

### Account Managers

Scott MacDonald  
215-489-7000 x118  
smacdonald@woundcareadvisor.com

Susan Schmidt  
847-626-4880  
sschmidt@woundcareadvisor.com

Renee Artuso  
516-741-1772  
rartuso@woundcareadvisor.com



## ISSUANCE & CLOSING

### Date of First Publication

May, 2012.

### Frequency

Bi-monthly.

### Deployment Date

Last week of the odd months.

### Closing Dates

ISSUE	CLOSING DATE
Jan/Feb	January 4, 2013
Mar/Apr	March 7, 2013
May/June	May 7, 2013
July/Aug	July 9, 2013
Sept/Oct	September 10, 2013
Nov/Dec	November 5, 2013

## EDITORIAL

### Editorial Direction

*Wound Care Advisor* is the only wound, skin, and ostomy care journal guaranteed to be received by all WCCs, DWCs, LLEs, and OMSs, Certificants of the National Alliance of Wound Care. This bi-monthly e-journal serves as a practical resource for multidisciplinary wound care specialists practicing in a variety of settings. The journal provides news, clinical information, and insights from authoritative experts to enhance wound, skin, and ostomy management. *Wound Care Advisor* is written by wound, skin, and ostomy care experts and presented in a reader-friendly electronic format. Clinical content is peer-reviewed.

### Average Issue Information

Number of articles per issue 8-10  
Average length of articles 2-3 pages  
There are 4 sections of the journal:

*Clinical Notes* – Short summaries of scientific research, guidelines, and reports that highlight key take-away points.

*Best Practices* – Case studies, clinical tips from wound care specialists, and other resources for clinical practice.

*Business Consult* – Designed to help wound care specialists manage their careers and stay current in relevant healthcare issues.

*Clinician Resources* – Patient education, tool kits, websites, and other resources.

*NAWC News* – News and updates from the non-profit National Alliance of Wound Care, the leading voice for multi-disciplinary certified wound care specialists.

Each issue of *Wound Care Advisor* also includes two to three feature articles.

### Origin of Editorial

Staff-written, 25%; Solicited, 60%; Submitted, 15%  
Editorial is reviewed by the Managing Editor, Editor-in-Chief, NAWC, and other wound care experts.

## RATES & DISCOUNTS

Rates effective January, 2013. 15% agency discount on total of ad space, color and position charge. Space is calculated based on the total number of advertising pages in a 12-month period.

## 2013 RATES

	1X	3X	6X
Full Page	\$2781	\$2575	\$2266
Half Page	\$1669	\$1545	\$1360
Quarter Page	\$1001	\$927	\$816

### Preferred Positions

Cover 4 & Center Spread	50%
Cover 2	40%
Cover 3	25%
Opposite TOC	25%
Opposite Editor-in-Chief	15%



## CIRCULATION

### Selection Criteria

Over 16,000. Circulation is based on current association membership from NAWC maintained list and additional qualified stakeholders.

### Circulation Verification

Publisher's sworn statement.

*Wound Care Advisor* is published in e-journal format featuring state-of-the-art turn-page technology. The e-journal is deployed bi-monthly to over 16,000 wound care clinicians, including all Certificants of NAWC, and is accessible via the web, electronic tablets, and smart phones. All issues are archived and are content-available through a dedicated companion website.



## GENERAL INFORMATION

### Requirements or Restrictions for Pharmaceutical Products

Advertisements must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of the Publisher and NAWC.

### Accept New Product Releases?

Yes – please send to Publisher.

### Editorial Research

Editorial research will be conducted on a regular basis. A questionnaire is e-mailed to 100 – 300 Certificants asking questions related to readership of articles and departments.

### Ad Format and Placement Policy

Advertising is placed between and within articles.

Standard ad rotation. Due to the nature of this publication, requests for space separation cannot be guaranteed.

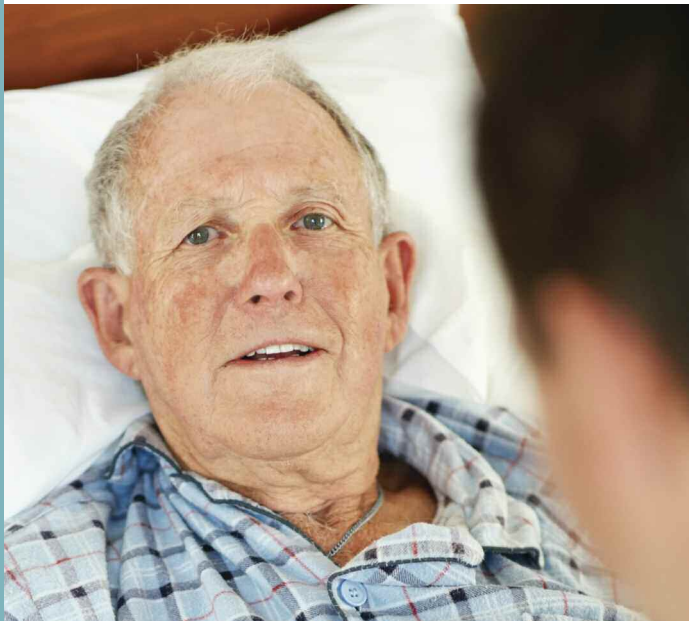
### Ad/Edit Information

Ad/Edit Ratio . . . . . 40/60%

Average Folio . . . . . 32 pages

### Reprints

Article reprints are available. Contact the Publisher, Tyra London, at 215-489-7000, x 117 or [tlondon@healthcommedia.com](mailto:tlondon@healthcommedia.com).



## AD SPECS

### Ad and Bleed Sizes

Page Size	Non-Bleed	Bleed
Full Page	6.5" x 9.875"	8.25" x 11.125"
Half Page – vertical	3.125" x 9.5"	4" x 11.125"
Half Page – horizontal	6.5" x 4.625"	8.25" x 5.625"
Quarter Page – vertical	3.125" x 4.625"	NA

Half-tone Screen – 133-line screen.

## AD REQUIREMENTS

- Digital artwork required. Materials submitted must be Mac.
- Preferred ad file format: high-resolution pdf. Application file formats accepted are: Hi-res PDFs, QuarkXPress, Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.
- Pages must be built according to final trim size (8" x 10 7/8"). All bleeds should exceed 1/8" beyond final trim. All text should be kept 1/2" from trim.
- Use only PostScript fonts. (No True Type fonts please.) Provide all screen and printer fonts with each document. Include any font used by imported graphics that has not been converted to outlines.
- Use actual font to create bold, bold italic, italic, etc. Do not use the font attributes in the measurements palette buttons.
- Scan resolution of 275-300 dpi is required.
- Use the layout application scaling for design and sizing; once you know the size desired, rescale your image in its original application and re-import it into your page layout document at 100%.
- Convert all scans and color graphics to CMYK (not RGB).
- All colors or graphics must be supplied in a single channel EPS or TIFF format.
- Quark colors must be converted to CMYK, with the spot color box unchecked in the Edit Colors dialog box.
- Files can be submitted on CD-Rom, DVD, e-mailed (10 MB limit), or uploaded via ftp (contact Rachel Barger on for instructions).
- PDFX1a files accepted. Fonts should be embedded and should be 300 dpi.
- SWOP standards apply.
- **Note:** Please be sure all intended web links are active in your pdf file!
- Submit files to:

Rachel Barger on  
[rbarger on@healthcommedia.com](mailto:rbarger on@healthcommedia.com)  
215-489-7000, ext. 119