

# 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



National Alliance of Wound Care  
and Ostomy™

## 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**

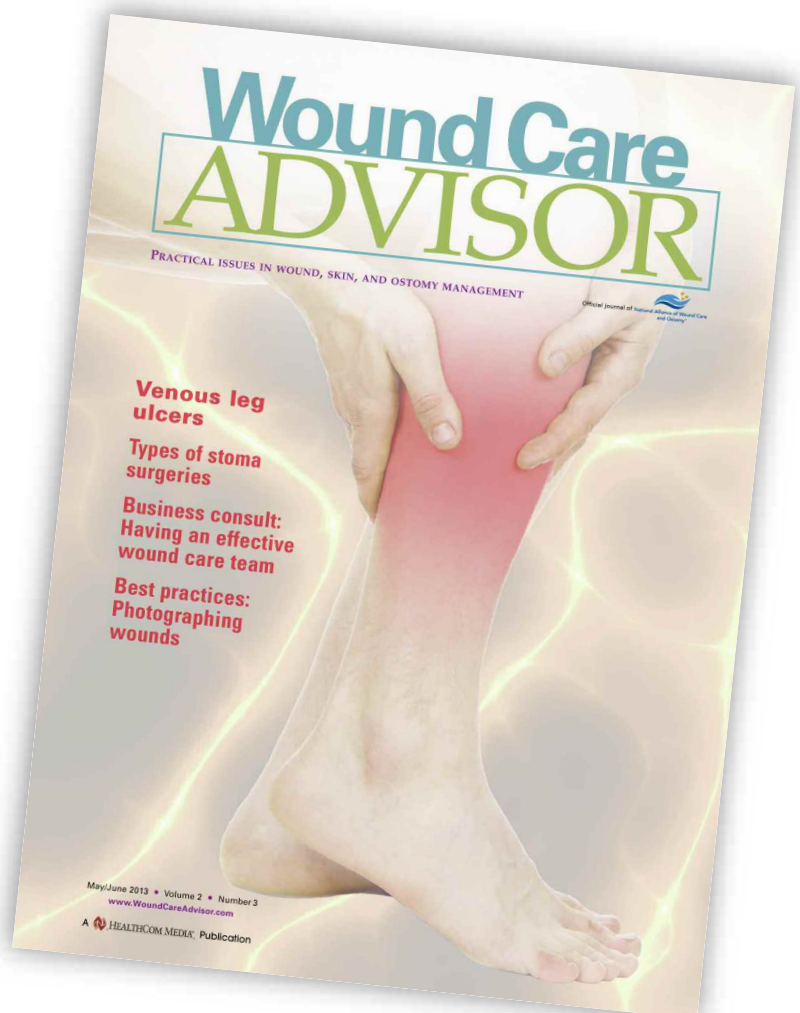
Tyra London  
215-489-7000 x 117  
tlondon@healthcommedia.com

### **Account Managers**

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 and Ostomy. 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 and Ostomy, 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.

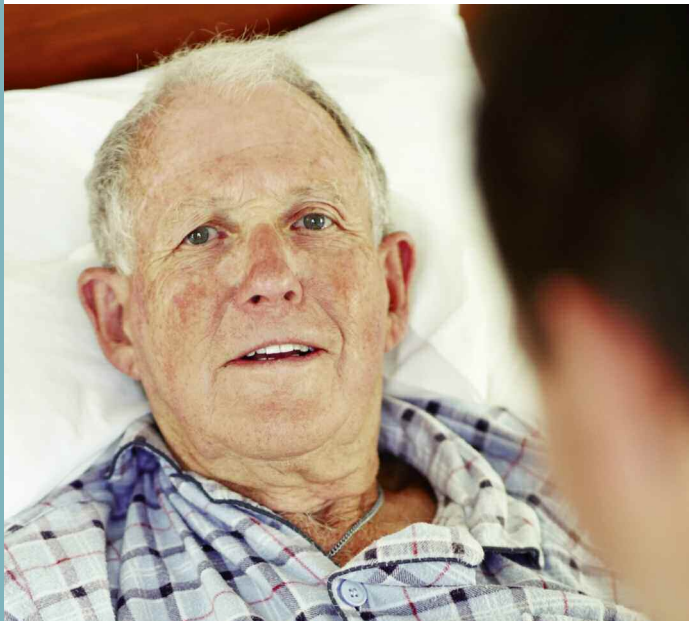
### Ad/Edit Information

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 dialogue 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