

Australia's most dynamic influential nursing journal read by professional nurses within Australia and overseas, *Collegian* promotes current research, debate on topical issues, and awareness of current developments and innovations in the nursing and health fields.

Collegian is the official journal of the Australian College of Nursing.

ADVERTISING RATES (excl GST)

Position	Casual	2x*	4x**
Double Page Spread	\$4,090	\$7,772	\$14,725
Outside Back Cover	\$3,798	\$7,210	\$13,673
Inside Back Cover	\$2,922	\$5,551	\$10,518
Page Facing Inside Back Cover	\$2,688	\$5,107	\$9,677
Inside Front Cover	\$3,653	\$6,941	\$13,183
Page Facing Inside Front Cover	\$3,506	\$6,661	\$12,621
Page Facing Editorial/Title/Contents	\$3,389	\$6,440	\$12,200
Run-of-Book	\$2,337	\$4,441	\$8,414

* 2 x includes a skyscraper advertisement on nursing journal's HealthAdvance website for 6 months.

** 4 x includes a leaderboard advertisement on the nursing journal's website for 1 year.

Collegian's HealthAdvance URL: www.collegianjournal.com

Half page position	Casual	2x	4x
Page Facing Inside Back Cover	\$1,397	\$2,653	\$5,048
Page Facing Inside Front Cover	\$1,824	\$3,460	\$6,591
Page Facing Editorial/Title/Contents	\$1,765	\$3,354	\$6,357
Run-of-Book	\$1,215	\$2,314	\$4,395

ADVERTISING DEADLINES

Issue	Advertising Material Deadline	Cover Date
20/1	16 January 2013	March 2013
20/2	17 April 2013	June 2013
20/3	8 July 2013	September 2013
20/4	3 October 2013	December 2013

Rates exclude GST.

Please remember that the dates are approximate.

Online advertising available, price on application.

Circulation: 9000

The official journal of the
Australian College of Nursing

www.collegianjournal.com

Editorial copies reach
Key Opinion Leaders globally.

Australian College of Nursing (ACN) is the nation's leading professional organisation representing nursing across all areas of practice throughout Australia. Our core business reflects our mission statement – "promotion and recognition of professional excellence in nursing". RCNA's aim is to provide the means for all nurses to bring a level of excellence to their nursing practice, whether that be through the provision of education, professional development, providing information and networking opportunities, or through high level input to health policy. With representation on government committees and health advisory bodies, ACN is recognised as a key centre of influence in the health policy arena in Australia.



For more information please contact:

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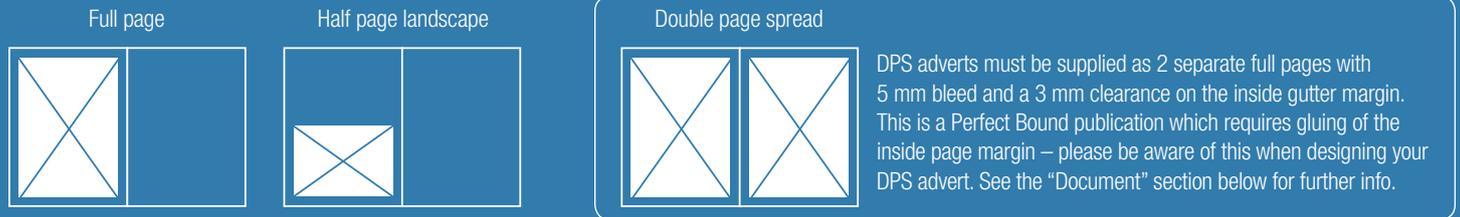
F: +61 2 9422 8562

E: journalsadvertising.au@elsevier.com

Conditions. All advertising material is subject to the approval of the publisher, who reserves the right to decline any material. We cannot accept responsibility for print quality if digital specifications are not followed. Costs will be incurred for any amendments or alterations made by Elsevier as a result of incorrect advertisement specifications.

Media Kit 2013

ADVERTISING SIZES



DPS adverts must be supplied as 2 separate full pages with 5 mm bleed and a 3 mm clearance on the inside gutter margin. This is a Perfect Bound publication which requires gluing of the inside page margin – please be aware of this when designing your DPS advert. See the “Document” section below for further info.

Specification	Type area [w x h]	Trim size [w x h]	Bleed size [w x h]
Full page	190 x 260 mm	210 x 280 mm	220 x 290 mm
Half page landscape	190 x 120 mm	210 X 140 mm	220 x 150 mm
Double page spread	187 x 260 mm per page	420 x 280 mm	430 x 290 mm

Mechanical Specifications

SOFTWARE

We accept

- PDFs generated by Adobe Acrobat Distiller through 3DAPv2 settings and not produced directly by an application or PDF writer print to a Postscript file, then produce your PDF using Acrobat Distiller. PDFs must be press optimised and not print optimised. The free 3DAPv2 Distiller settings for Windows and MacOS can be downloaded at www.3dap.com.au.

PDF CHECKLIST/PREFLIGHT

- Save as PRESS ready and NOT PRINT ready
- Save as an PDF/X-1a compatible file
- Flatten all transparency
- Check your file is cmyk only
- Check all images/logos etc are 300 dpi (lesser resolution will reproduce poorly)
- Check trim size of full page adverts are 210 x 280 mm and NOT 210 x 297 mm (A4)

By using 3DAPv2 Distiller Settings for PDF creation, issues (at Pre Press stage) with PDF processing for Press will be minimised.

- QuarkXpress up to Version 6.1
- Adobe Photoshop and Illustrator versions up to and including CS3 (transparent areas created using these applications must be flattened before supplying).
- * If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with Transparency at www.adobe.com/studio/print. There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

We do not accept

- Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher, Powerpoint files, PDFs derived from these applications, PDFs generated directly out of any application or PDFs containing Smooth Shadings as some software and RIPs may not implement shadings or may implement them incorrectly.

FONTS

- QuarkXpress – when collecting all components, include both screen and printer fonts.
- Illustrator – any text created in Illustrator should be Outlined (Create Outlines is found in the Type menu).
- Please be advised that text should be created using Quark or Illustrator (Outlined text) and that we cannot guarantee the best printed results from Photoshop text.
- We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.
- Fonts must not be artificially stylised.
- Type size must not be below 8 points or reversed type below 10 points.

COLOURS

- CMYK only for both colour images and illustrations (not RGB, LAB or Pantone).
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14–18% dot gain.
- Overprint white text should be set to knockout.
- Knockout black should be set to overprint.

RESOLUTION

- Four-colour CMYK – 300 dpi at 100% print size.
- Format – EPS or Tiff.
- Black & White Line Art – 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

DOCUMENT

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1 mm clearance on both sides of the gutter. Allow 3 mm clearance on both sides of the gutter for Perfect Bound publications.

PROOFING

- In order to accurately reproduce your digital file we require a content proof to be supplied.
- Documents must be set and proofed to the correct size.

DELIVERY OF MATERIAL

- Email preferred.
- Option to burn onto CD or DVD.
- All CDs & DVDs must be clearly marked and should be accompanied by material instructions including details of the original applications.
- It is also a requirement that material be delivered on time so that quality checking procedures can take place. Late material is liable to incur additional production costs. Additionally, Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.
- CDs and DVDs will not be returned.

DISCLAIMER

Elsevier cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.