

# Ratecard

**AENJ**  
AUSTRALASIAN EMERGENCY NURSING JOURNAL

## Advertising Rates

Size	Casual	2x	4x
Full page	\$2,000	\$1,900	\$1,800
Double page spread	\$3,500	\$3,325	\$3,150
Outside back cover	\$3,250	\$3,087	\$2,925
Page facing contents	\$2,900	\$2,755	\$2,610
Page facing title page	\$2,900	\$2,755	\$2,610
Page facing editorial	\$2,900	\$2,755	\$2,610
Inside back cover	\$2,500	\$2,375	\$2,250
Page facing inside back cover	\$2,300	\$2,185	\$2,070

*The Australasian Emergency Nursing Journal (AENJ)* is the official journal of the College of Emergency Nursing Australasia Ltd. It seeks, through the membership of the College and subscribers, to provide contemporary, thought provoking information relevant to emergency nurses in Australia, New Zealand and internationally. The journal is mailed to all financial members and is published four times a year.

Circulation: 2208



The official journal of the *College of Emergency Nursing Australasia Ltd.*

Editorial copies reach Key Opinion Leaders here and overseas.

## Advertising Deadlines

Issue	Advertising material deadline*	Publication date
12/1	2 January 2009	9 February 2009
12/2	27 March 2009	11 May 2009
12/3	3 July 2009	17 August 2009
12/4	9 October 2009	16 November 2009

Please remember that the deadline dates are provisional. Contact [journalsadvertising.au@elsevier.com](mailto:journalsadvertising.au@elsevier.com) for confirmation of dates.

[www.elsevier.com/locate/aenj](http://www.elsevier.com/locate/aenj)



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**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.

# Advertising Sizes



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

## 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](http://www.3dap.com.au).
- ▶ 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](http://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 1mm clearance on both sides of the gutter. Allow 3mm 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

- ▶ 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.

### Email Enquiries

[design.au@elsevier.com](mailto:design.au@elsevier.com)

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475 Victoria Avenue, Chatswood NSW 2067, Australia

Tel: (61)(2) 9422 8550 | Fax: (61)(2) 9422 8562 | [www.elsevier.com.auw](http://www.elsevier.com.auw)