

A Full Color Quarterly Publication of the Oregon State Board of Nursing: OREGON Nursing Sentinel



66,000 full-color glossy magazines mailed to every licensed nurse of every degree in Oregon, as well as hospital executives and nursing school administrators. Published quarterly, with Board-submitted editorial.

Space Costs

ALL RATES ARE NET.	1x	4x	1x	4x
Inside Front/Back Covers . . .	\$4200	\$3800	1/2 Page Island	\$2900 \$2600
Inside Back Cover	\$3800	\$3500	1/2 Page Horizontal	\$2600 \$2300
Full Page	\$3600	\$3200	1/3 Page	\$2100 \$1800
2/3 Page	\$3200	\$2900	1/6 Page	\$1600 \$1400

One advertorial feature available per issue. Call for details.

Production Charge (if required)
B&W or Color Ad \$250

Color Charge
. \$250

Issue Dates

Advertising Due Dates

April 20	March 20
June 15	May 15
September 15	August 15
December 15	November 15

Available Ad Sizes

	width	x	height
Back Cover	7.875"	x	8.875"
Inside Covers	7.875"	x	10"
Full Page	7.875"	x	10"
2/3 Page	5.125"	x	10"
1/2 Page (island)	5.125"	x	7.5"
1/2 Page (horizontal)	7.875"	x	4.875"
1/3 Page (vertical)	2.5"	x	10"
1/3 Page (block)	5.125"	x	4.875"
1/6 Page (vertical)	2.5"	x	4.875"
1/6 Page (horizontal)	5.125"	x	2.375"

A full bleed full page ad is 8.5" x 11"

(1/8" bleed on all sides).

A full bleed back cover ad is 8.5"x 9"

MECHANICAL REQUIREMENTS

Publishing Concepts requests electronic files of all advertisements.

- We prefer that ads be submitted as high resolution PDFs with all color CMYK, all photos 300 DPI at the size they are used an all fonts embedded in the PDF.
- We use Quark XPress for page production and files submitted in that program or in Adobe InDesign should be accompanied by all support graphics and all fonts used in the document.
- We accept graphics created in Adobe Photoshop and Adobe Illustrator in EPS or TIFF formats. We prefer that vector graphics be saved in the EPS format, with fonts turned to outlines and photos saved in TIFF or EPS formats with the resolution 300 DPI at the size they will be used.

Spot colors are 4-color process; exact PMS colors are not available. Please email files to production@pcipublishing.com, and indicate the magazine in which the ad is to run, issue date and/or edition number.



**For Advertising Information,
contact Victor Horne at
Publishing Concepts, Inc.
501.221.9986 or 800.561.4686**

Fax 501.225.3735



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www.thinkaboutitnursing.com**

Publications available in the following states: Arkansas, Arizona, District of Columbia, Indiana, Kentucky, Mississippi, Nebraska, New Mexico, North Carolina, South Carolina, North Dakota, South Dakota, Tennessee, Ohio, Oregon, Washington, West Virginia, Wyoming