

2020 Advertising Rate Card

Journal of School Health



The *Journal of School Health* contains articles on school health practice, theory, and research related to the health and well-being of school-aged youth. It is a top tiered resource for professionals who work toward the common goal of providing students with the programs, services and the environment necessary to promote health and to improve learning. Readership includes: School nurses, health educators at all academic levels, school physicians, counselors, psychologists, dietitians, coaches, school administrators, and others concerned with school health.

Advertising & Sales Office

Katie Tuzzolino: Account Manager
180 Old Tappan Road
Old Tappan, NJ 07675
P: 201-767-4170 ~ E: Ktuzzolino@cunnasso.com

Circulation

Total Circulation: 496

Markets Served: Administrators, counselors, dentists, health educators, physical educators, school nurses and school physicians.

Editorial Information

Editor: Robert J. McDermott

2018 Impact Factor: 1.521

ISI Journal Citation Reports® Ranking 2018: 117/243 (Education & Educational Research); 24/41 (Education, Scientific Disciplines); 71/98 (Health Care Sciences & Services); 122/185 (Public, Environmental & Occupational Health); 91/162 (Public, Environmental & Occupational Health (Social Science))

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Stacked.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,185	\$876	\$680

Cover and Preferred Position (in

2nd Cover:	35%
3rd Cover	25%
4th Cover:	50%
Opposite Table of Contents:	15%

Positions available on a non-cancelable basis.

Issuance & Closing Dates

Frequency: 12x per year

Mailing Class: 1st class, polybagged.

2020 Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
89:1	January	11/25/19	12/2/19	12/8/19
89:2	February	12/30/19	1/6/20	1/12/20
89:3	March	1/27/20	1/3/20	2/9/20
89:4	April	2/24/20	3/2/20	3/8/20
89:5	May	3/23/20	3/30/20	4/6/20
89:6	June	5/27/20	5/4/20	5/10/20
89:7	July	5/25/20	6/1/19	6/7/20
89:8	August	6/24/20	7/1/20	7/8/20
89:9	September	7/27/20	8/3/20	8/9/20
89:10	October	8/26/20	9/2/20	9/9/20
89:11	November	9/28/20	10/5/20	10/11/20
89:12	December	10/26/20	11/2/20	11/8/20

Mechanical Requirements

Trim Size: 8" x 10.5"

Page Sizes, Non-Bleed	Width	Depth
Full page	8"	10.5"
1/2 page horizontal	8"	4.75"
1/4 page	3.5"	4.75"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Submitting file via FTP to PrintAdTraffic@wiley.com
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resubmitted in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Contacts

Ship all insertion orders, advertising material, and twoinsert examples to:

Al Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com