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Issuance and Closing

Frequency
Quarterly issues are distributed print and digitally to all members of the National Association of Nurse Practitioners in Women’s Health (NPWH). Additional distribution to nurse practitioners is sent in digital format.

Issues and Dates

<table>
<thead>
<tr>
<th>Issues and Dates</th>
<th>Closing Date</th>
<th>Deployment Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>1/21/2019</td>
<td>2/12/2019</td>
</tr>
<tr>
<td>2nd Quarter (Sexual Health conference)</td>
<td>5/6/2019</td>
<td>5/28/2019</td>
</tr>
<tr>
<td>3rd Quarter (Annual NPWH conference)</td>
<td>7/22/2019</td>
<td>8/20/2019</td>
</tr>
</tbody>
</table>

The Q3 issue is printed for distribution at the annual NPWH Conference

Average Issue Information

| Number of articles/departments per issue | 8-10       |
| Average length of articles              | 2-6 pages  |

Every issue includes:
- Two to three peer-reviewed, science-based clinical feature articles
- Message from Editor-in-Chief, Beth Kelsey, EdD, APRN, WHNP-BC, Assistant Professor, DNP Program Director, School of Nursing, Ball State University
- Assessment and Management – Topical short summaries of scientific research, guidelines, and reports that highlight key “take-aways”
- Policy & Practice Points – Designed to help NPs optimize their clinical practice and stay current
- Patient Education – Highlights patient education, tool kits, websites, and other resources
- NPWH News and Updates – News and updates from the leading voice for Nurse Practitioners who are treating women every day
- Continuing Education - Topical CE activities accredited by the NPWH to meet the educational needs of NPs who provide care for women across the lifespan.

Origin of Editorial:

| Staff-written: | 25% |
| Solicited:     | 60% |
| Submitted:     | 15% |

Editorial is reviewed by the Managing Editor, Editor-in-Chief, and other subject matter experts.
Learn more at: www.npwomenshealthcare.com

Journal and advertising overview

**Rates and Discounts**
Rates effective January, 2019. 15% agency discount on total of ad space, color and position charge. Frequency is calculated based on the total number of advertising pages in a 12-month period.

**2019 Net Advertising Rates**
All rates include 4-color offering advertisers the ability to drive significant brand engagement with this influential audience.

### 2019 Net Advertising Rates

<table>
<thead>
<tr>
<th>Ad Page Size</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>2-page spread</td>
<td>5,758</td>
<td>5,298</td>
<td>4,635</td>
<td>4,031</td>
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<tr>
<td>Full page</td>
<td>3,599</td>
<td>3,282</td>
<td>2,896</td>
<td>2,522</td>
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<td>Half page</td>
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<td>2,001</td>
<td>1,717</td>
<td>1,445</td>
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<tr>
<td>Third page</td>
<td>1,644</td>
<td>1,512</td>
<td>1,323</td>
<td>1,150</td>
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<tr>
<td>Quarter page</td>
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<td>1,128</td>
<td>1,003</td>
<td>821</td>
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If an ad unit includes required black/white PI information, a 50% discount will be given for all black/white pages.

### Preferred Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Discount</th>
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<tbody>
<tr>
<td>Center Spread</td>
<td>50%</td>
</tr>
<tr>
<td>Cover 2</td>
<td>40%</td>
</tr>
<tr>
<td>Cover 3 and Opposite TOC</td>
<td>25%</td>
</tr>
<tr>
<td>Opposite NPWH Editorial</td>
<td>15%</td>
</tr>
<tr>
<td>Opposite Editor-in-Chief</td>
<td>15%</td>
</tr>
<tr>
<td>Cover Tips</td>
<td>$10,000 Net</td>
</tr>
</tbody>
</table>

### Circulation
Distribution to 40,000 nurse practitioners in a combination of print and/or digital. Digital distribution includes delivery in a turn-page format with live links,

### 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 NPWH.

- **Accept New Product Releases?**
  - Yes – please send to Publisher.

- **Editorial Research**
  - Editorial research is conducted on a regular basis.

- **Ad/Edit Information**
  - Ad/Edit Ratio 40/60% • Average Folio 52 pages
Mechanical Reproduction Requirements

<table>
<thead>
<tr>
<th>Ad and Bleed Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td>Page Size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-page spread</td>
<td>7” x 9 3/4”</td>
<td>8 1/4” x 11 1/8”</td>
</tr>
<tr>
<td>Full page</td>
<td>7” x 9 3/4”</td>
<td>8 1/4” x 11 1/8”</td>
</tr>
<tr>
<td>Half page - vertical</td>
<td>3 3/8” x 9 3/4”</td>
<td>4” x 11 1/8”</td>
</tr>
<tr>
<td>Half page – horizontal</td>
<td>7” x 4 3/4”</td>
<td>8 1/8” x 5 1/2”</td>
</tr>
<tr>
<td>Third page</td>
<td>2 1/8” x 9 3/4”</td>
<td>2 3/4” x 11 1/8”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3 3/8” x 4 3/4”</td>
<td>NA</td>
</tr>
</tbody>
</table>

AD REPRODUCTION REQUIREMENTS

Half-tone Screen – 133-line screen.

- **Women’s Healthcare: A Clinical Journal for NPs** is printed web offset using computer-to-plate technology.
- Digital artwork required. Mac files are preferred.
- Application file formats accepted are: Hi-res PDF, QuarkXPress, Adobe Illustrator, Adobe InDesign, Adobe Photoshop.
- PDF/X-1a files preferred. Fonts should be embedded. Files should be written at 300 dpi; 2400 x 3263 pixels.
- Pages must be built according to final trim size (8” x 10 7/8”). All bleeds should be 1/8” beyond page trim size. All text should be kept 1/2” from trim.
- For eps files using fonts, be sure fonts are converted to outline or rastorized.

- We print at a 133-line screen; therefore, an image resolution of 275-300 dpi is required.
- Use the layout application scaling for design and sizing; once you know the size desired, re-scale your image in its original application and re-import it into your layout document at 100%.
- Convert all images to CMYK (not RGB). No spot colors.
- 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 electronically through email, Dropbox, or other file transfer system.
- SWOP standards apply.

For any production questions, please contact:
Chris Evans Gartley
Phone: 215-489-7004
Email: cevansgartley@healthcommedia.com
<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Departments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>• Putting latest GDM guidelines into practice&lt;br&gt;• Improving prenatal health behaviors&lt;br&gt;• Suppressive therapy for recurrent UTI</td>
<td>• EIC message&lt;br&gt;• NPWH news &amp; updates plus 2019 WSH course program guide&lt;br&gt;• P&amp;PP: Women and the military, by Tamara, DD&lt;br&gt;• A&amp;M: Nongenital presentation of STIs, by Shelagh Larson&lt;br&gt;• NPWH Position Statement: Brain health&lt;br&gt;• CR: Basics of lipid management, by Janis Guilbeau OR&lt;br&gt;• CR: Medical and surgical abortion, by Paula Glass OR&lt;br&gt;• CR: IPV screening recommendations, by Jackie Cavner OR&lt;br&gt;• CR: Women’s Preventive Services Institute info&lt;br&gt;• Focus on sexual health: Sexuality in young adults with intellectual disabilities, by BF</td>
</tr>
<tr>
<td>Q2</td>
<td>• Syphilis update for NPs&lt;br&gt;• IUD insertion/removal simulation&lt;br&gt;• Secondary postpartum hemorrhage</td>
<td>• EIC message&lt;br&gt;• NPWH news &amp; updates plus NPWH 2019 conference program guide&lt;br&gt;• CR: NPWH patient education portal, by Susan Rawlins&lt;br&gt;• Focus on sexual health</td>
</tr>
<tr>
<td>Q3</td>
<td>TBD</td>
<td>• EIC message&lt;br&gt;• NPWH news &amp; updates (NPWH podium and poster abstracts)&lt;br&gt;• Patient education&lt;br&gt;• Focus on sexual health</td>
</tr>
<tr>
<td>Q4</td>
<td>TBD</td>
<td>• EIC message&lt;br&gt;• NPWH news &amp; updates&lt;br&gt;• NPWH Position Statement&lt;br&gt;• Patient education&lt;br&gt;• P&amp;PP&lt;br&gt;• Focus on sexual health</td>
</tr>
</tbody>
</table>

A&M, Assessment & management; CE, continuing education; CS, case study; IUC, intrauterine contraceptive; P&PP, Policy & practice points; PC/IC, preconception/interconception
Digital strategies and special programs

Nurse practitioner and health care professionals trust NPWomensHealthcare.com for original and peer-reviewed clinical content. Developed by industry experts, our website contains guidance for clinical practice, career enhancement, education opportunities, as well as industry news updates and personal wellness. Nurse practitioner leadership trusts our reporting, commentary and industry insights — and base decisions and recommendations on our expert editorial. Our digital strategies work in synergy with our content and help to build brands. Custom and Sponsored Content services provide you with smart solutions for lead generation, awareness campaigns and educational initiatives. Aligning your brand with our programs brings credibility, as well as an extensive and captivated audience!

E-newsletter: Editor’s Picks
Opt-in circulation grows every day! Our popular newsletters are written by expert nurse practitioner authors and contain a wealth of interesting facts and news stories, as well as links to the latest editorial from the journal. One-month and multi-month sponsorships available.

<table>
<thead>
<tr>
<th>Banner ad type</th>
<th>Banner ad size</th>
<th>File size limit</th>
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</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td>100 KB</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>65 KB</td>
</tr>
</tbody>
</table>

Custom digital and social media
We partner with organizations to provide an opportunity to reach highly engaged nurse practitioners with relevant content through innovative and creative digital media initiatives. By leveraging our award winning, peer-reviewed editorial and commentary, NP Women’s Healthcare can co-brand with your organization to promote your topic, and add value and authority to your messaging.

Please contact an Account Manager for pricing and additional information.

Sponsored content: e-books, infographics, quizzes, surveys
With a highly engaged audience, offering valuable information is an effective way to develop an audience around specific topics, issues and trends. Connect directly with professionals that are invested in your content, and learn more about what motivates them.

Please contact an Account Manager for pricing.

Education webinars
Live web-based educational conferences are the optimal way to connect with busy managers, decision makers and influential professionals who are interested in topics, but don’t have the time and resources to attend in-person events. Our editorial leaders help clients to present their health care topics with trust and authority that comes with our audience. In addition, our platform handles hosting, registration and live streaming of rich media content. Programs are promoted through our various channels, and hosted as an On Demand program for 12 months following the live presentation.

Please contact an Account Manager for pricing.
Online Journal Reader Survey Results

In an effort to align our content and products closely with the needs of our readers, NPWomensHealthcare.com conducts reader surveys to gauge the preferences of our audience, and assess the optimal formats for delivering high-quality content. We also track what topics are the most engaging, as well as what issues are of most interest for future coverage.

### Top 5 Reader Interest Topics

Our highest ranked topics according to 2017/2018 readership survey:

1. Clinical-focused information applied to practice 96%
2. Pharmacotherapy updates 93%
3. Research studies with clinical implications 88%
4. Patient education tips 87%
5. Resources for Professional Development 81%

### Top 5 Expressed Interests

Topics that our readers have specifically requested through write-in response:

1. Menopause
2. Gynecology/Sexual Health
3. Primary Care
4. Prenatal/Maternal
5. Cancer