

# 2011 Classified & Recruitment Advertising Guide

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The most read multidisciplinary Long-Term Care publication.

An official journal of the American Geriatrics Society.

HMP COMMUNICATIONS, LLC™

## Annals of Long-Term Care

CLINICAL CARE AND AGING®



A PEER-REVIEWED CLINICAL JOURNAL OF THE AMERICAN GERIATRICS SOCIETY

**PREVENTION OF OVERUSE OF WHEELCHAIRS IN NURSING HOMES**  
*Deborah Gavin-Dreschnack, PhD, Ladislav Volicer, MD, PhD, FAAN, FGSA, and Cheryl Morris, RN, MS, LNHA*

**FUNCTION-FOCUSED CARE FOR LTC RESIDENTS WITH MODERATE-TO-SEVERE DEMENTIA: A SOCIAL ECOLOGICAL APPROACH**  
*Elizabeth Galk, PhD, CRNP*

**IMPROVING THE QUALITY OF CARE IN THE NURSING HOME: REGULATION AND LITIGATION**  
*Richard M. Dupee, MD, FACP, AGSF, FRSM*

**IF IT WERE YOU WHO WERE DYING**  
*Roseanna Melle-Green, RN, BSN*

Volume 18  
Number 6  
June 2010

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# 6

HMP Communications, LLC  
83 General Warren Blvd, Suite 100  
Malvern, PA 19355

**Tara Fields**  
**Classified Sales Associate**  
Phone: (800) 237-7285, ext. 259 Fax: (610) 560-0501  
tfields@hmpcommunications.com

## 1. EDITORIAL DESCRIPTION:

*Annals of Long-Term Care* is a peer-reviewed journal focusing on both clinical and practical issues related to diagnosis and management of long-term care residents. Articles discuss the various medical problems encountered in daily practice by providers of care. *Annals of Long-Term Care* keeps medical directors, attending physicians, consultant pharmacists, geriatric psychiatrists, directors of nursing, nurse practitioners, and physician assistants informed with original, evidence-based articles by experts that focus on clinical issues, reviews of the literature, case studies, and ethical issues.

## 2. ORGANIZATIONAL AFFILIATIONS:

*Annals of Long-Term Care* is an official clinical, peer-reviewed journal of the American Geriatrics Society. The American Geriatrics Society is an international not-for-profit association of health care professionals dedicated to improving the health, independence, and quality of life for all older people.

## 3. ISSUANCE:

Published 12x per year - Monthly

## 4. CIRCULATION (GUARANTEED): 47,919

Medical Directors <sup>1</sup> . . . . .	12,511
LTC Attending Physicians <sup>2</sup> . . . . .	10,748
Consultant Pharmacists/Pharms <sup>1</sup> . . . . .	8,245
Directors of Nursing <sup>1</sup> . . . . .	7,174
Nurse Practitioners <sup>1</sup> . . . . .	1,902
Psychiatrists <sup>2</sup> . . . . .	2,265
AAGP Members <sup>3</sup> . . . . .	712
AGS Members <sup>4</sup> . . . . .	3,307
Administrators . . . . .	1,307
Nurses and Allied Professionals . . . . .	795
<b>Total</b> . . . . .	<b>47,919</b>

List sources include: <sup>1</sup>SK&A, <sup>2</sup>DENDRITE, <sup>3</sup>American Association for Geriatric Psychiatry, <sup>4</sup>American Geriatrics Society

## 5. BONUS DISTRIBUTION:\*

- February: American Association for Geriatric Psychiatry, Long-Term Care Medicine
- April: American Society of Consultant Pharmacists/MidYear Conf., Symposium on Advanced Wound Care & Wound Healing Society (Spring SAWC & WHS), American Geriatrics Society
- June: National Association of Directors of Nursing Administration
- September: Symposium on Advanced Wound Care (Fall SAWC)
- October: American Society of Consultant Pharmacists/Annual Mtg

\*Subject to change

## 6. CLOSING DATES:

<b>Issue</b>	<b>Materials Due</b>
January . . . . .	December 22, 2010
February . . . . .	January 21, 2011
March . . . . .	February 22
April . . . . .	March 22
May . . . . .	April 22
June . . . . .	May 23
July . . . . .	June 22
August . . . . .	July 22
September . . . . .	August 22
October . . . . .	September 22
November . . . . .	October 21
December . . . . .	November 22

## 7. SIZES-SPECS/NET RATES:

1/4 page . . . . . 3.5" x 5"	\$600
1/2 page Horizontal . . . . . 7" x 5"	\$1,200
1/2 page Vertical . . . . . 3.5" x 9.75"	\$1,200

\*ALL PRICES ARE NET

## 8. COLOR RATES:

3 Color/4 Color . . . . .	\$440
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## 9. CONTINUITY DISCOUNTS:

Discounts available for CONTRACTED insertions.

## 10. INTERNET OPPORTUNITIES: [www.annalsoflongtermcare.com](http://www.annalsoflongtermcare.com)

\*ALL PRICES ARE NET

**One-Time Online Rate** (Runs: 30-days) . . . . . \$440  
Includes one-time service fee, email contact link, and text hyperlink.  
Must be limited to 200 words.

**Combination Online/Journal Rate** (Runs: 30-days) . . . . . \$275  
One-Time online net rate is \$250 when added to the purchase of a journal classified ad.

### Banner Advertising

Main Page . . . . .	\$1,650	Main Page . . . . .	\$990
Classified Page . . . . .	\$715	Classified Page . . . . .	\$330

### Tile Advertising

\*Please Note: HMPCommunications.com services require at least five (5) business days lead time to schedule your online advertising. Files must arrive in electronic form and be web-ready or in PDF format.

## 11. DIGITAL AD REQUIREMENTS:

Materials preferred: PDF

File Format: PDF (Acrobat 4.0 or later version); EPS, TIFF. TIFF and EPS  
Files must have the following resolution specifications: grayscale and color images = 300 dpi; combination grayscale and color images = 500 to 900 dpi; line art = 900 to 1200 dpi.