

## Mechanical Requirements

	Width		Depth
One Page	7"	x	9-7/8"
2/3 Page	4-9/16"	x	9-7/8"
1/2 Page (V)	3-3/8"	x	9-7/8"
1/2 Page (H)	7"	x	4-3/16"
1/4 Page	3-3/8"	x	4-13/16"
1/3 Page	2-1/8"	x	9-7/8"
1/6 Page	2-1/8"	x	4-13/16"
Bleed Page Size	8-1/2"	x	11-3/16"
Final Trim Size	8-3/8"	x	11"

The **Journal of Practical Nursing** accepts most electronic formats with PDF preferred. All electronic materials should be sent as e-mail attachments to [napnes@bellatlantic.net](mailto:napnes@bellatlantic.net) with hard copy mailed to the processing center below. All material not in electronic format must be camera ready.

All contracts, insertion orders and printing materials should be forwarded to :

**The Journal of Practical Nursing (JPN)**  
**Processing Center**  
**P.O. Box 25647**  
**Alexandria, VA 2231**

### Deadlines:

Spring Issue:	March 1
Summer Issue:	June 1
Fall Issue:	September 1
Winter Issue:	December 1

### Subscription Rates:

United States Rates  
 \$25.00 per 4 issues (one year)  
 \$40.00 (in U.S. dollars) per 4 issues (one year)  
 Single Copy Rate  
 \$4.50 per single copy (foreign add \$4.00 shipping and handling)

**Touch  
 the  
 Mind  
 of the  
 Nurse  
 Who  
 Touches  
 Your  
 Family's  
 Heart!**

**Every  
 Nurse  
 Counts!**

**And  
 so  
 does  
 Every  
 Advertising  
 Dollar!**

**Educators-  
 Students-  
 LPNs-  
 LVNs-  
 RNs-**

**Show them your excel-  
 lent products in the JPN.**

**Go with JPN  
 --an invited guest --  
 right to the home of  
 the nurse.**

## AD Rates:

<b>Full Page</b>	<b>4-color</b>	<b>Back Cover</b>	<b>\$1600</b>
<b>Full Page</b>	<b>4-color</b>	<b>Inside Back</b>	<b>\$1400</b>
<b>Full Page</b>	<b>4-color</b>	<b>Right Page</b>	<b>\$1200</b>
<b>Full Page</b>	<b>4-color</b>	<b>Left Page</b>	<b>\$1100</b>
Full Page	Black & White		\$ 895
<b>2/3 Page</b>	<b>4-color</b>		<b>\$ 950</b>
2/3 Page	Black & White		\$ 795
<b>1/2 Page</b>	<b>4-color</b>		<b>\$ 800</b>
1/2 Page	Black & White		\$ 700
<b>1/3 Page</b>	<b>4-color</b>		<b>\$ 690</b>
1/3 Page	Black & White		\$ 610
<b>1/4 Page</b>	<b>4-color</b>		<b>\$ 575</b>
1/4 Page	Black & White		\$ 525

Advertising rates are subject to change without notice. Contracts are accepted with the understanding that rates will be guaranteed for three months beyond the last issue closed.

**For more information and personal attention,  
 please contact:**

Johnnetta Davis  
 JPN AD Representative  
 JPN Processing Center  
 P.O. Box 35647  
 Alexandria, VA 22313  
 301.588.2491 x 202

**Put Your Ad in the Hands  
 of the Nurses Who Care!**

# JPN

# The Journal of Practical Nursing

**Advertise  
in the  
Journal  
of Practical  
Nursing**

**JPN is Circulated in the U.S.  
and  
27 other countries!**

**Published by NAPNES;  
The Voice of  
Licensed  
Practical/Vocational  
Nursing since 1941**

Still  
Changing  
the  
course  
of  
nursing  
history...  
NAPNES  
and  
JPN.



***Touch the Mind of the Nurse Who Touches Your Family's Heart!***

JPN is Published by the National Association for Practical Nurse Education and Service, Inc. (NAPNES), the oldest LP/VN organization in the world. The early history of NAPNES is in itself a history of the occupation of licensed practical/vocational nursing. NAPNES leaders were catalysts for the creation of this new vocational occupation, which emerged in the 1940s. As new one-year courses for practical nurses were opened, the concept of the "practical nurses" as glorified "domestics" skilled in simple nursing duties disappeared, and in its place came the reality of a well-prepared practitioner with sound clinical experience. NAPNES leaders secured funds to set up the first model schools of practical/vocational nursing outside of New York and so gave national prominence to this new standard of education for nurses. In 1944, NAPNES spearheaded an historic conference in Washington, D.C., bringing together representatives of NAPNES, vocational educators throughout the country, and public health nurses at the call of the U.S. Department of Vocational Education. After a week of debate, it was voted unanimously to add practical nursing to the list of vocational programs, and practical nursing students became eligible for federal funds. The fight for mandatory state licensing laws, as well as formulation of curriculums and analysis of functions that came with the admission of practical/vocational nursing to the list of vocational studies, was all part of NAPNES early history — the history of the birth of the occupation of the Licensed Practical/Vocational Nurse.