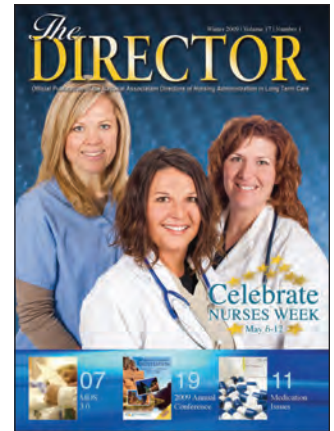


The DIRECTOR



The official publication of The National Association Directors of Nursing Administration in Long-Term Care (NADONA/LTC)

NADONA/LTC Mission

NADONA's mission includes the development and promotion of ethical principles and practices within the Long Term Care Continuum; service to those who work in the Long Term Care Continuum; and promotion of quality of care for those individuals in the Long Term Care Continuum. NADONA's programs support its mission and those who work for or on behalf of NADONA understand and abide by its mission and purposes.

Facts on Directors of Nursing (DON)

- The DON is the primary contact with family and caregivers.
- Many DONs have responsibilities in skilled nursing facilities, assisted living facilities, and other long-term care settings.
- Most DONs have a broad range of responsibilities including personnel and staffing, staff development, infection control, in-service coordination, corporate compliance, central supply, MDS coordination, and management of controlled drug destruction.

NADONA/LTC History

Since 1986, we have been THE leading advocate and educational organization for DONs, ADONs, and RNs in Long Term Care (LTC). NADONA/LTC was founded by dedicated LTC professionals, and our board of trustees still consists of LTC professionals. We understand your daily challenges, and are here to provide you with the tools you need for professional success.

1986	NADONA/LTC founded in St. Louis, MO with 40 original members from 13 states	1997	www.nadona.org is launched Academy of Fellows established
1987	Nationally-recognized NADONA/LTC Certification Exam is created – by DONs, for DONs First national conference held in Orlando, FL	2000	Circle of Excellence established
1991	NADONA/LTC's first scholarship is awarded at annual conference	2003	Membership reaches 5500, representing 30 states and Canada
1993	Debut of <i>The Director</i> Journal	2003	Launch of online certification program NADONA/LTC Online University is founded
1996	Debut of Standards of Practice For Directors of Nursing	2007	Advancing Excellence in America's Nursing Homes Campaign
		TODAY	Members can now access numerous professional educational offerings 24/7/365, with three certification programs available

For additional information contact:

Layne Oliff

908.709.8080 p

908.709.0060 f

layneo@maturehealth.com

The DIRECTOR

The Director Editorial

The Director is a quarterly, peer-reviewed journal which is the leading journal dedicated to directors of nursing administration in long-term care settings such as skilled nursing facilities, assisted living facilities, and day care. Other readers include other nursing disciplines such as staff nurses, nurse aides, and advanced practice nurses. *The Director* publishes practical, patient-care articles that can be used to improve the quality of care within LTC. *The Director* and NADONA/LTC are committed to improving patient and resident care through education and professional development.

Clinical topics published in *The Director* include:

- Dementia and Alzheimer's disease management
- Behavioral management issues
- Nutritional support
- Osteoporosis and bone diseases
- Falls prevention and management
- Central nervous system diseases
- Cardiovascular disease
- Infectious disease and infection control

The Director also focuses on psychosocial, facility, and personnel management issues including:

- Working with family caregivers
- Employee retention and motivation
- Survey preparation and implementation
- Safety programs for facilities
- Quality improvement programs

The Board of Directors for NADONA/LTC provides guidance for publication content.

Special Sections and Issues

Each issue of *The Director* includes the Product Mall that highlights new and interesting products that may be of interest to subscribers. In 2010 *The Director* will also publish a Buyer's Guide. This issue will be mailed to key decision-makers in long-term care settings.

Please contact NADONA/LTC for information on having your product, service, or company listed in the Product Mall and/or Buyer's Guide.

The Director Circulation

The Director is mailed to over 20,000 people. The majority are directors of nursing administration, with other nurses including disciplines such as staff nurses, nurse aides, and advanced practice nurses.

The Director is also available for purchase on the NADONA/LTC website at www.nadona.org

2010 Publishing Schedule

Issue Date/Topic	Space Closing	Material Due	Mailing Date
Winter '10 (Vol 18, #1) Wound Care in LTC	January 1, 2010	January 14, 2010	February 28, 2010
Spring '10 (Vol 18, #2) '10 Atlanta Conference Issue!	March 25, 2010	April 1, 2010	May 15, 2010
Summer '10 (Vol 18 #3)	June 21, 2010	July 5, 2010	August 20, 2010
Autumn '10 (Vol 18, #4)	September 17, 2010	October 1, 2010	November 15, 2010

Closing date schedule is subject to change.

2010 Ad Rates and Specials Starting December 2009!

Each time you run your full-page ad, you will receive 1 free month of website advertising!

NADONA/LTC will run a standard column (non-banner) website ad for your product, service, or company for one month with each full page ad in *The Director* that you advertise!

Also, additional discounts of 20% for yearly prepaid advertising. Run a full-page ad in 4 consecutive issues!

Journal trim size 8.375" x 10.875"

	1x	2x	3x	4x	
2 pg spread (16" x 10")	\$5,426	\$5,157	\$5,065	\$4,973	2 Page Spread
Inside Front cover (7" x 10") (Bleed 8.625" x 11.125")	\$3,437	\$3,348	\$3,254	\$3,165	
Inside Back Cover (7" x 10") (Bleed 8.625" x 11.125")	\$3,437	\$3,348	\$3,254	\$3,165	Full Pg
Back Cover (7" x 10") (Bleed 8.625" x 11.125")	\$3,608	\$3,515	\$3,416	\$3,323	
Full Page (7" x 10") (Bleed 8.625" x 11.125")	\$2,983	\$2,780	\$2,623	\$2,532	1/2 Pg
1/2 Page (7" x 4.9375") Horizontal	\$1,446	\$1,354	\$1,307	\$1,265	
1/4 Page (4.625" x 3.6875")	\$905	\$854	\$815	\$755	1/4 Pg

Journal Advertising Information

- Ad agencies add 15% to above rates.
- Add \$550 for full color.
- Add \$234 for 2-color ads.
- Bleed option is available. Add 10% to gross billing.
- 15% additional charge on space rates for "guaranteeing" advertiser requested position on any non-cover position in magazine that is not a "Special Position."
- A Contract Year runs for a 12-month period from the date of original contract confirmation.
- Yearly Discount - 20% discount may be taken if an ad is prepaid to run 4 times in the same contract year.
- Multiple Insertions are for the same size advertisement using same color agreement within a 12-month period from original contract confirmation.

Terms and Conditions

- A copy of the written confirmation stating size, name of the advertiser, date of publication, and position must be included with artwork.
- Payment in full for advertising space must accompany artwork.

- All artwork and payments must be received within 30 days after written confirmation has been received at the NADONA/LTC office. Delinquency will result in space in question to once again become available.
- The publisher reserves the right to reposition ad space whenever necessary with no additional cost to the advertiser.
- Receipt of an order is assumed acceptance of all rates and terms under which the advertising is sold.
- The publisher reserves the right to print the work "Advertisement" under such material that in the opinion of the publisher appears to be editorial.
- Any changes deemed necessary by the publisher for reasons involving print quality or process will be charged to the advertiser.
- All advertising must be within the publications standards. The publisher reserves the right to omit any material that in their opinion, does not coincide with these standards.
- Advertisers and their agencies agree to provide any and all permission for use of text, illustrations, sketches, trademarks or labels that are copyrighted material. Reproduction of photographs must be accompanied by permission to reprint. The publisher reserves the right to reject or omit any advertisement that fails to comply with these standards.
- It is understood that NADONA/LTC does not necessarily endorse or support advertisements that appear in *The Director*.

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Payment Parameters

- All payments for advertisements are to be made in full within 30 days after invoiced date.
- Verbal reservations will be accepted through the NADONA/LTC national office only. The verbal request must be immediately followed by written confirmation (Insertion Order) within 48 hours via fax or mail.
- All cancellations in ad space must be received in writing 30 days prior to print date. Cancellations received after closing date are subject to a \$500 service charge.

Mechanical Requirements

Electronic Digital File:

- Adobe Acrobat PDF file: Save as composite CMYK and print quality (High Resolution). When creating your PDF file please make sure you are embedding all fonts being used with the ad. Bleed ads must include .125 bleed. Crop marks should be included for those ads that do not bleed.
- A color proof is required for color ads not saved as PDF. Standard Web Offset Printing (SWOP) specifications preferred. *The Director* cannot accept responsibility for final printed color and content. If you don't have art saved electronically, send good quality artwork (300 dpi) or proof to be scanned (please send layout and indicate size & position). Please note that ads containing halftone images will not reproduce like supplied art.

On-Line Advertising Specifications

- All creatives sent via tags have no file size limit.
- Prior to submission, creatives should be tested for stability across all browser platforms.
- 30-second maximum for any animation.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.
- Up to 2 additional loads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- All creative is subject to approval by both the website and the ad production group.

Rich Media Guidelines

- Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, defined as click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls, unless otherwise approved by the website. Embedded video must be hosted and served by the advertiser.
- The Flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.
- There is a three loop maximum for Flash ads.

The Director
NADONA/LTC Reed Hartman Tower
11353 Reed Hartman Highway, Suite 210
Cincinnati, Ohio 45241



For additional information contact

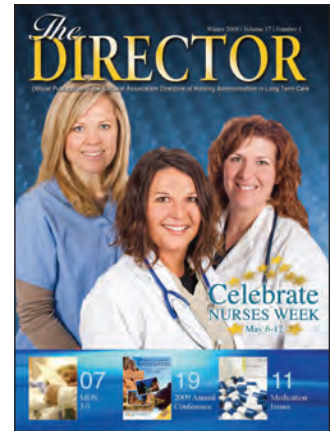
Layne Oliff

908.709.8080 p

908.709.0060 f

layneo@maturehealth.com

The DIRECTOR



The official publication of The National Association Directors of Nursing Administration in Long-Term Care (NADONA/LTC)

NADONA/LTC wants your articles and manuscripts for publication in *The Director*!

Since 1986, the National Association Directors of Nursing Administration in Long-Term Care (NADONA/LTC) has been THE leading advocate and educational organization for DONs, ADONs, and RNs in Long Term Care (LTC). NADONA/LTC was founded by dedicated LTC professionals, and our board of trustees still consists of LTC professionals. We understand your daily challenges, and are here to provide you with the tools you need for professional success.

The Director is the official publication of NADONA/LTC and is mailed to over 20,000 directors and managers of nursing, nursing vice presidents, advance practice nurses and other nursing professionals that are key decision-makers within their facilities.

***The Director* is offering companies exclusivity in publication of articles within selected topics and disease states. Included would be 4 articles in 4 consecutive issues of *The Director*, along with a complimentary 4-color, 2-page ad.**

Selected topics and disease states that can be exclusive to your company include:

- Falls and falls prevention
- Urinary incontinence
- Dementia and Alzheimer's disease
- Behavioral management
- Infection control
- Personnel and leadership
- Nutrition and weight management
- Movement disorders

Sponsors would provide *The Director* with a publishable article and ad for each of 4 issues. That's all that's required! Materials that can be published include:

- Primary research
- Review articles
- Association poster or session presentations
- Clinical guidelines
- White papers

For more information and to discuss this potential opportunity, please contact Layne Oliff, MatureHealth Communications, 908-709-8080 or layneo@maturehealth.com. MatureHealth Communications is coordinating this program on behalf of NADONA/LTC.

For additional information contact

Layne Oliff

908.709.8080 p

908.709.0060 f

layneo@maturehealth.com

Preparing Your Manuscript

Do not underestimate the value of papers you have prepared but not published in the past. Members' educational background varies from Diploma Graduates and Associate Degree graduates to Ph.D. There will be a broad selection of papers to interest various levels of nursing administrators in long-term care.

Guidelines for Paper Review

Length

The desired length of typed manuscripts is 7-10 double-spaced pages; however, shorter and longer articles may be considered.

Paper

Your papers should be typed with 1 inch margins and submitted in Word format accompanied by a hard copy. We will accept your submission on a CD mailed to NADONA/LTC, 11353 Reed Hartman Tower, Suite 210, Cincinnati, OH 45241.

Title Page

Your title page should contain the title of the paper, the name and credentials and any institutional affiliation, and author's status with that institution. Included on the title page should be the complete mailing address, home and business telephone numbers, fax, and e-mail address of the author. Acknowledgements of grant or other assistance should also be listed on this page.

Authors may use one of two referencing systems

1. Vancouver style.

References should be consecutively numbered within the text of the paper. Repeated references can utilize the same reference number. Number the references according to the order in which they appear in the text. References in the bibliography should correspond with the numbered references in the text.

When referencing journals, the following sample demonstrates acceptable referencing listings:

Eldrone S, RN BSN CDONA. Recruiting and Retaining Professional Staff. *The Director*, Jan. 1994; 155-72.

When referencing books, the following sample document demonstrates acceptable reference listings:

Nurse N, RNC MPH. *Gerontology Nursing* 19th Ed. Cleveland, OH; Publish Co., 2005.

Or to specify specific pages:

Nurse N, RNC MPH. *Gerontology Nursing* 19th Ed. Cleveland, OH; Publish Co., 2005; 102-15, 196-98.

When referencing unpublished materials, proceedings, theses, etc., the following sample demonstrates acceptable reference listings:

Stevens PN. The Dilemma of Cross-culture Communication. Social Worker Roundtable Chair. New York, May 2, 1992.

2. The American Psychological Association (APA) Format.

APA Text Examples:

In a recent study of reminiscence, Smith (1991) found that . . . Smith (p.57) demonstrates the impact of . . .

There are several risk factors that contribute to atherosclerosis (Applebee, 1990; Ferman, 1992; Johnson, 1993).

(Note: multiple authors are listed in alphabetical order).

APA Examples in the List References:

Applebee RO (1990). *The Dying Heart*. New York: Random Press.

Smith PZ (1991). Reminiscence in the Elderly. *The Director*, 1 (2), 1-7

Ralston RT, Putnam LM (1992). Recruiting and maintaining professional staff. *Gerontological Abstracts*, 37, 232-237

Thompson EN, Hanson RR, Fits FK (1990). Nutritional Intervention in the Elderly. In S.P. Haslin (ed), *Feeding Problems: Psychological Issues* (pp. 240-252). Washington, D.C.: Hampton House.

(Note: All references are listed alphabetically).

Reference:

American Psychological Association (1984) *Publication Manual of the American Psychological Association*. Washington, D.C.: Author

Photos, Graphs, Figures

Send your electronic copy in one of the following formats: TIFF, JPEG, Power Point, Word, or PDF. Recognizable photos of individuals, patients, etc., must be accompanied by a consent form from the individual and/or family. The writer must acknowledge all sources of illustrations if obtained from other publications and provide a copy of the release/permission from the publication—Include all captions identifying each image. Please include your images with your article submission to: NADONA/LTC, 11353 Reed Hartman Tower, Suite 210, Cincinnati, OH 45241.

Other Specifications

Your paper should be sent in electronic form in word or plain text. Your submission should be free of errors. Please proofread your material before submission. The papers submitted for publication in *The Director*, if accepted, become the property of NADONA/LTC and reproducing such paper will be prohibited. The following statement, in accordance with the Copyright Act of 1976 shall be submitted and signed by the Author and will accompany each manuscript submitted: "The undersigned author transfers all copyright ownership of the manuscript (insert title here) to NADONA/LTC, in the event work is published. The undersigned author warrants that the article is original, is not under consideration by another journal, and has not been previously published. I sign for and accept responsibility for releasing this material on behalf of any and all co-authors." (Signature _____ Date _____)

Disclaimer

The opinions and/or statements outlined in the manuscript are those of the author(s) and do not necessarily reflect the opinion of the National Association Directors of Nursing Administration/Long Term Care, its members or Editor of *The Director*.

Important: Authors may not submit papers which have been submitted to other publications.