



The official journal of the  
 American Nurses Association...  
*and the dynamic voice of nursing.*



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[www.AmericanNurseToday.com](http://www.AmericanNurseToday.com)

**Issuance and Closing**

**Date of First Publication**  
 October, 2006

**Frequency**  
 Publishing 12 times: six issues print and six issues online

**Mailing Date**  
 16th of odd months

**Closing Dates**

<i>Issue</i> .....	<i>Closing Date</i>
January .....	Dec. 28, 2009
March .....	Feb. 24, 2010
May .....	Apr. 27, 2010
July .....	Jun. 28, 2010
September .....	Aug. 26, 2010
November .....	Oct. 27, 2010

**Editorial**

**General Editorial Direction**  
*American Nurse Today* is the only nursing journal guaranteed to be received by all members of the American Nurses Association and serves as a fresh voice of nursing. The journal provides vital clinical data, information, news and insight from authoritative experts that will enable nurses to advance their careers and profession while enhancing patient care. *American Nurse Today* is a comprehensive, peer-reviewed journal written by nursing experts and presented in a reader-friendly format.

**Average Issue Information**

Number of articles per issue . . . .14  
 Average length of articles . . . . .1 to 8 pages

There are 5 sections of the journal:  
**Inside ANA** – latest news and initiatives of ANA.  
**Career Sphere** – career management and business issues.  
**Practice Matters** – issues impacting how nurses can best manage their practice.  
**Strictly Clinical** – peer-reviewed data, CE and clinical tidbits.  
**Mind/Body/Spirit** – taking care of the caregiver.

**Origin of Editorial**  
 Staff-written . . . . .10%  
 Solicited . . . . .70%  
 Submitted . . . . .20%

All editorial is reviewed by the Nurse Editor-in-Chief, ANA and two other nurse reviewers including Editorial Advisory Board members.

**Rates and Discounts**

Rates effective January 1, 2010.  
 15% agency discount on total of ad space, color and position charge. Additional costs, such as tip-in charges, etc. are not subject to agency discount.  
**Earned Rates**  
 Space is calculated based on the total number of advertising pages in a 12-month period.

## Rates and Discounts

### Rates (US Dollars) – RECRUITMENT

	1x	3x	6x	9x	12x	18x	24x	36x	48x
<b>Full</b>	9207	8973	8730	8481	8227	7972	7726	7490	7258
<b>2/3</b>	6721	6549	6373	6191	6006	5820	5640	5468	5298
<b>Island</b>	6536	6370	6198	6021	5841	5660	5485	5317	5152
<b>1/2</b>	5248	5114	4976	4834	4690	4545	4405	4269	4137
<b>1/3</b>	3775	3679	3580	3478	3373	3269	3168	3071	2975
<b>1/4</b>	3131	3051	2968	2884	2798	2710	2627	2547	2468
<b>1/6</b>	2394	2333	2271	2205	2139	2074	2009	1948	1887

#### Color Charges (US Dollars)

Standard color	\$1,201
Matched color	\$1,352
3- & 4-color process	\$3,179

#### Preferred Positions

Cover 4 & Center Spread	50%
Cover 2	40%
Cover 3	25%
Opposite TOC	25%
Opposite ANA President's Message	15%
Opposite Editorial from Editor-in-Chief	15%

#### Subscription Rates (US Dollars)

US – Individual	\$27.95 + \$1.95 s&h
US – Institutional	\$89.95 + \$1.95 s&h
Outside US – Individual	\$40.95
Outside US – Institutional	\$138.95

#### Back issues (US Dollars)

US	\$5
US – Institutional	\$15
Outside US	\$15

#### Classified Advertising Rates

See separate classified rate card.

## Circulation

Selection based on current association membership and database of non-member nurses from ANA-maintained list.

Members – 85.7%  
 Non-Members – 14.3%  
 Paid subscribers – <1%

#### Circulation Verification

Publisher's sworn statement.

The following percentages of membership for each category were based on a membership survey done by the American Nurses Association in 2008:

	(% of membership)
Staff Nurse	49.0%
Nurse Practitioner	10.0%
Professor or Educator	12.0%
Administrator	3.0%
Clinical Specialist	4.0%
Supervisor/Head Nurse	4.0%
Nurse Manager	3.0%
Other	9.0%
Case Manager	3.0%
Consultant	2.0%
Director of Nursing Service	1.0%

#### Practice Setting

Hospital or Multi-Hospital System	56.0%
School of Nursing/College	12.0%
Community/Public Health	6.0%
Home Health	2.0%
Long Term Care Facility	3.0%
Private Practice	2.0%
Ambulatory Care	7.0%
Military	1.0%
Physician or Dentist Office	2.0%
Other	9.0%

#### Specialties

Acute Care	6.4%
Administration/Management	4.8%
Anesthesia	0.3%
Cardiology	3.9%
Clinical Research	0.4%
Community/Public Health	4.6%
Critical Care	6.2%
Educator	12.2%
Emergency/Trauma	5.0%
Family Planning	0.1%
General Practice	2.0%

## Circulation

Gerontological Nursing	2.1%
HIV	0.3%
Informatics	0.7%
Long Term Care	1.2%
Medical	6.8%
Neonatal	1.7%
Neurology	0.7%
OB/GYN	3.6%
Occupational Health	0.6%
Oncology	2.8%
Operating Room	2.3%
Orthopedics	1.3%
Pediatrics	4.0%
Perinatal	0.4%
Post Anesthesia	1.8%
Primary Care	2.6%
Psychiatric/Mental Health	7.0%
Rehabilitation	1.2%
Surgery	2.5%
Women's Health	1.0%
Other	9.5%

### Highest Level of Education

Diploma or associate degree in Nursing	20.0%
Bachelors of Nursing	29.0%
Masters of Nursing	27.0%
Doctorate in Nursing (or Post Doctorate)	5.0%
Bachelors in another field	6.0%
Masters in another field	6.0%
Doctorate or Post Doctorate in another field	4.0%
Other	3.0%

## Inserts Information

### Availability and Acceptance of Inserts

Inserts must be approved by the Publisher. BRCs are accepted upon Publisher's approval. BRCs are charged at the 1x standard black/white rate and must be accompanied by an advertisement.

### Insert Rates

Inserts are billed at the earned black and white frequency rate per page plus a \$1,767 non-commissionable tip-in charge.

### Sizes and Specifications

Minimum paper weight:

2 pages (single sheet) – 75 lb.

4 pages or more (2 sheets or more) – 60 lb.

Center position and 4 pages or more – 75 lb.

Size – furnished full-page insert – 8 1/8" x 11 1/8".

### Trimming

Printer trims insert as follows:

1/8" at face, 1/8" at foot, 1/8" at head.

### Quantity

180,250 inserts per issue.

## Packing and Shipping Instructions

Bricklaid on pallets, banded or stretch-wrapped or packed in cartons.

Inserts should be sent to:

Publisher's Press

100 Frank E. Simon Avenue

Shepherdsville, KY 40165

Attn: *American Nurse Today*

Phone: 800-214-1102

Include issue, date and quantity of inserts on cartons.

## 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 ANA.

### Accept New Product Releases

Yes – please send to Associate Publisher:

tlondon@healthcommedia.com

### Editorial Research

Editorial research is conducted on a regular basis. A questionnaire is mailed to 300 – 500 members asking questions related to readership of articles and departments.

### Ad Format and Placement Policy

Advertising is placed between and within articles.

Standard ad rotation. Due to the nature of this publication, requests for space separation cannot be guaranteed.

### Ad/Edit Information

Ad/Edit Ratio – 45/55%

Average Folio – 48 pages

### Services

Bonus distribution at major nursing meetings.

Advertiser Index located in the back of the journal in every issue.

Article reprints are available. Contact the Associate

Publisher, Tyra London at 215-489-7000 x 117 or

tlondon@healthcommedia.com.

## Mechanical Reproduction Requirements

### Ad and Bleed Sizes

Page Size	Non-Bleed	Bleed
Full Page	7" x 9 <sup>3</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
2/3 Page – vertical	4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	5 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Island	4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>3</sup> / <sub>8</sub> "	–
1/2 Page – vertical	3 <sup>3</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	4" x 11 <sup>1</sup> / <sub>8</sub> "
1/2 Page – horizontal	7" x 4 <sup>3</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>2</sub> "
1/3 Page – vertical	2 <sup>1</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	2 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/4 Page – vertical	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	NA
1/6 Page – vertical	2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	NA

### Printing Method and Paper Stock

Printing method: Web offset.

Trim size: 8" x 10<sup>7</sup>/<sub>8</sub>".

Cover: 80 lb. coated.

Inside pages: 38 lb. coated.

Safety margins for live matter: 1/4" clear of all trim edges and gutter.

**Type of Binding:** Saddle stitch.

**Half-tone Screen:** 133-line screen.

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## Reproduction Requirements

- *American Nurse Today* is printed web offset using computer-to-plate technology.
- Digital artwork required. Mac files are preferred.
- Application file formats accepted are: Hi-res PDFs, QuarkXPress, Adobe Illustrator, Adobe Photoshop. PDF/X-1a files preferred. Fonts should be embedded. Files should be written at 300 dpi.
- Pages must be built according to final trim size (8" x 10<sup>7</sup>/<sub>8</sub>"). All bleeds should be 1/8" beyond page trim size.
- Use only PostScript fonts (no True Type fonts please). Provide all screen and printer fonts with each document. Include any font used by imported graphics that has not been converted to outlines.
- Use actual font to create bold, bold italic, italic, etc. Do not use the font attributes in the measurements palette buttons.
- 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, rescale your image in its original application and re-import it into your layout document at 100%. Do not use LZW Compression.
- 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.
- All page files must be accompanied by laser print and a Fuji, Iris or Kodak proof.
- Files can be submitted on either CD-Rom, DVD, or FTP. Please contact Jennifer Kenny for FTP instructions.
- SWOP standards apply.

**Contact** Jennifer Kenny at HealthCom Media, 215-489-7000, x119 with any questions.

**All page files must be accompanied by a laser print and a Fuji, Iris, or Kodak proof. Send disk and proof to:**

**Jennifer Kenny**  
***American Nurse Today*, (month of issue)**  
**HealthCom Media**  
**Lantern Hill Business Park**  
**259 Veterans Lane, 3rd Floor**  
**Doylestown, PA 18901**

If no proof is provided by client (or agency), HealthCom Media assumes no responsibility for the final printing of the ad.

