

<b>Editorial</b>	<b>American Nurse Today</b> is the official journal of the American Nurses Association (ANA) and a broad-based nursing journal presenting science-based information that nurses can use in their practice...no matter what specialty.
<b>Frequency</b>	Publishing 12 issues per year — 6 print and 6 online ( <i>American Nurse Today...<b>ONLINE</b></i> ) in 2011 — available approximately the 16th of each month.
<b>Circulation</b>	175,000 nurses—reaching over 160,000 members of the American Nurses Association, non-member nurses from an ANA database and a growing paid subscription base.
<b>Peer Review</b>	<b>Yes.</b> Editor-in-Chief, Pam Cipriano, PhD, RN, FAAN, NEA-BC leads an outstanding Editorial Advisory Board of nursing thought leaders from a wide variety of nursing specialties.
<b>Average Issue</b>	Average number of articles per issue: 12-14. Average length of articles: 1-6 pages, depending on topic (CE article approximately 5-6 pages).
<b>Departments</b>	<b>Inside ANA</b> — latest news and initiatives from the strongest voice and advocate for the nursing profession. <b>Strictly Clinical</b> — Timely, peer-reviewed clinical articles covering a wide variety of topics based on best practices. Editorial is useful, practical information that nurses can use in their practice immediately. <b>Practice Matters</b> — Legal and ethical issues, time management, negotiating contracts, Magnet® recognition and drug topics will be covered. <b>Career Sphere</b> — Tips, techniques and ideas to help nurses maximize their careers. <b>Mind/Body/Spirit</b> — Articles that will remind nurses to “take care of the caregiver”.
<b>Origin of Editorial</b>	Staff-written: 5%. Solicited: 35%. Submitted: 60%.
<b>Format</b>	A-size journal.
<b>Ad to Edit Ratio</b>	Average folio: 48 pages. Ad/Edit ratio: 40/60%.
<b>Ad Placement</b>	Advertising is placed between and within articles, standard ad rotation.
<b>Continuing Ed</b>	<b>Yes.</b> The journal will provide at least 1 CE article per issue.
<b>Supplements</b>	<b>Yes</b> — Custom programs sponsored supplements, special reports, and Editorial Advocacy programs addressing a full range of nursing issues including, but not limited to: drug therapies, literature reviews, evidence-based practice issues, Magnet recognition and the changing image of nursing.  Please contact your Account Manager for more information.
<b>Incentives</b>	<b>Yes.</b> Please ask your Account Manager about special programs currently available.

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Visit us on the web at [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com).



The American Nurses Association is the only full-service professional organization representing the nation's entire registered nurse population. From the halls of Congress and federal agencies to hospitals and other health care facilities, ANA, headquartered in Silver Spring, MD, is the strongest voice for the nursing profession.

ANA represents the interests of the nation's 3.1 million registered nurses through its constituent member associations (CMAs). Dedicated to ensuring that an adequate supply of highly skilled and well-educated nurses is available, ANA is committed to meeting the needs of nurses, as well as health care consumers.

ANA's core issues are:

- ★ Nursing shortage
- ★ Appropriate staffing
- ★ Workplace rights
- ★ Workplace health and safety
- ★ Patient/safety advocacy

ANA's cornerstone work involves nursing ethics and nursing standards.

ANA is at the forefront of policy initiatives pertaining to health care reform. Through ANA's political and legislative program, the association has taken firm positions on a range of issues, including:

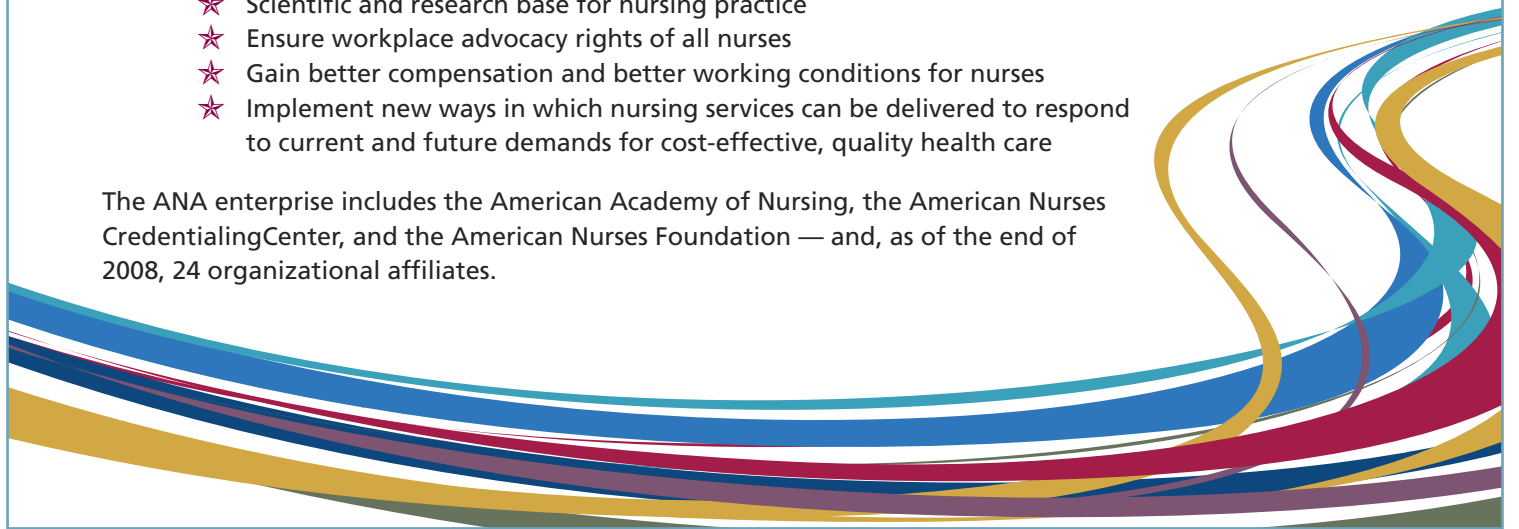
- ★ Mandatory overtime
- ★ Safe/appropriate nurse staffing
- ★ Medicare reform
- ★ Patients' rights and safety
- ★ The importance of safer needle devices
- ★ Whistleblower protections for health care workers
- ★ Adequate reimbursement for health care services, and
- ★ Access to health care
- ★ Protecting the nursing scope of practice
- ★ Healthcare reform
- ★ Safe patient handling

ANA and its Constituent Member Associations' (CMAs) lobbying efforts are contributing to health care reform on both state and national levels.

ANA continues its efforts to expand:

- ★ Scientific and research base for nursing practice
- ★ Ensure workplace advocacy rights of all nurses
- ★ Gain better compensation and better working conditions for nurses
- ★ Implement new ways in which nursing services can be delivered to respond to current and future demands for cost-effective, quality health care

The ANA enterprise includes the American Academy of Nursing, the American Nurses Credentialing Center, and the American Nurses Foundation — and, as of the end of 2008, 24 organizational affiliates.



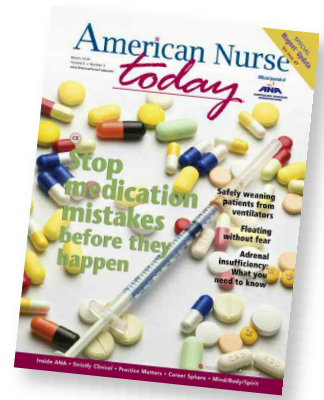


# American Nurse *Today*

Official Journal of  
**ANA**  
AMERICAN NURSES ASSOCIATION

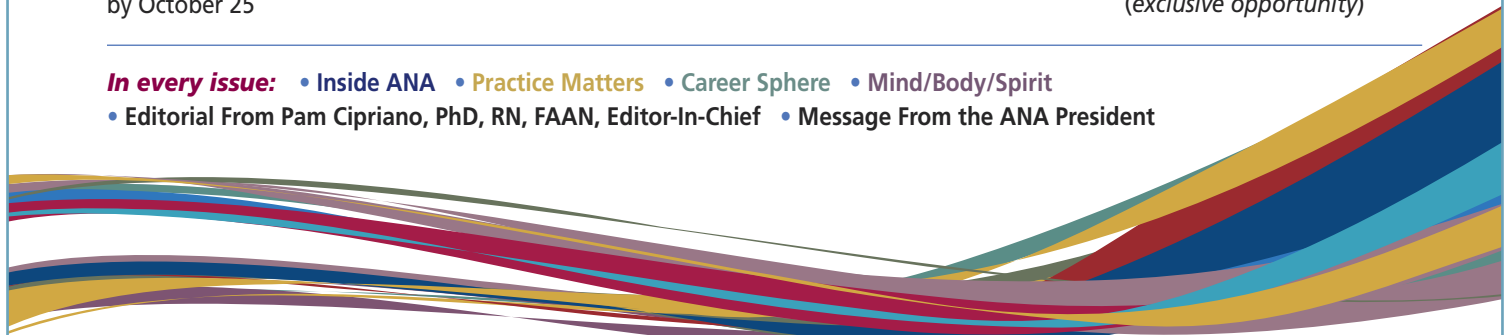
## 2011 Editorial Calendar

### Print Edition



Month	Editorial Features	Continuing Education	Strictly Clinical	Bonus Distribution
<b>January</b> Space reservations by Dec. 22, 2010	Thrombocytopenia Nursing Quality Indicators and Pay for Performance	Radiation treatment	Negative pressure wound therapy Rapid Response: Cauda Equina Syndrome	★ ANA's National Database of Nursing Quality Indicators (NDNQI) 2011 Conference (Jan 26-28, Miami, FL) (exclusive opportunity)
<b>Special MAGNET HIGHLIGHTS issue</b>				
<b>March</b> Space reservations by February 23	Daily sedation check protocol Surgical treatment of cervical spinal stenosis	Total knee arthroplasty	Ventilator-acquired pneumonia Rapid Response: Agitation of unknown origin	★ AORN – (March 19-24, Philadelphia, PA) ★ AACN – NTI – American Assoc. of Critical Care Nurses (April 30-May 5, Chicago, IL)
<b>Special MAGNET UPDATE issue</b>				
<b>May</b> Space reservations by April 25	Assessment signs: Grey-Turner, Cullen, etc. Angiotensin-receptor blockers and angiotensin converting enzyme inhibitors	Pharmacogenetics	Insulin dose adjustments Rapid Response: Self extubation	
<b>July</b> Space reservations by June 23	Tracheostomy update Safe needle disposal in the home	Opioids on nursing unit	Geriatric assessment Rapid Response: Cauda equina syndrome	
<b>September</b> Space reservations by August 24	<i>American Nurse Today</i> fifth anniversary article Preload and afterload	Caring for patients on mechanical ventilation	Substance abuse in college students Rapid Response: Pneumothorax	★ ANCC National Magnet Conference (Oct 4-6, Baltimore, MD) (exclusive opportunity)
<b>Special MAGNET PROFILES issue</b>				
<b>November</b> Space reservations by October 25	Borderline personality disorder Chest tubes	Pain management at end of life	Compartment syndrome Rapid Response:	★ AAN – American Academy of Nursing (Oct 13-15, Washington, DC) (exclusive opportunity)

**In every issue:** • Inside ANA • Practice Matters • Career Sphere • Mind/Body/Spirit  
 • Editorial From Pam Cipriano, PhD, RN, FAAN, Editor-In-Chief • Message From the ANA President



Publishing 6 times in 2011. Original articles, continuing education, practice and professional peer-reviewed information for nurses practicing in many specialties...in many practice settings. Circulation just under 117,000 nurses!

<b>Month</b>	<b>Strictly Clinical</b>	<b>Continuing Education</b>	<b>Practice Matters</b>	<b>Career Sphere</b>	<b>Mind/Body Spirit</b>	<b>In Every Issue</b>
<b>February</b> Space reservations by February 8	<ul style="list-style-type: none"> <li>Interventional radiology for stroke</li> <li>Angioedema</li> </ul>	<ul style="list-style-type: none"> <li>Aortic dissection</li> </ul>	<ul style="list-style-type: none"> <li>Sharing what works with other hospitals</li> <li>Ethics column by Dr. Leah Curtin</li> <li>Risk evaluation and mitigation strategies (FDA program)</li> </ul>	<ul style="list-style-type: none"> <li>Play therapist (from our readers)</li> <li>NurseLink article</li> </ul>	<ul style="list-style-type: none"> <li>Sustaining EBP (from our readers)</li> <li>Floating policy (from our readers)</li> </ul>	<ul style="list-style-type: none"> <li>CE quiz time</li> <li>News items</li> <li>Editorial by Pam Cipriano</li> <li>Student Nurse blog</li> <li>From Where I Stand blog by Dr. Leah Curtin</li> </ul>
<b>April</b> Space reservations by April 7	<ul style="list-style-type: none"> <li>Free radicals</li> <li>Vasoactive infusions</li> </ul>	<ul style="list-style-type: none"> <li>Asthma</li> </ul>	<ul style="list-style-type: none"> <li>Nurse residency programs</li> <li>Ethics column by Dr. Leah Curtin</li> </ul>	<ul style="list-style-type: none"> <li>Clinical nurse leader</li> <li>NurseLink article</li> </ul>	<ul style="list-style-type: none"> <li>Professional development (from our readers)</li> <li>Spirituality and nurses (from our readers)</li> </ul>	<ul style="list-style-type: none"> <li>CE quiz time</li> <li>News items</li> <li>Editorial by Pam Cipriano</li> <li>Student Nurse blog</li> <li>From Where I Stand blog by Dr. Leah Curtin</li> </ul>
<b>June</b> Space reservations by June 8	<ul style="list-style-type: none"> <li>ICDs</li> <li>Heel ulcer</li> </ul>	<ul style="list-style-type: none"> <li>Ostomy</li> </ul>	<ul style="list-style-type: none"> <li>Retaining wisdom of aging nurses</li> <li>Ethics column by Dr. Leah Curtin</li> </ul>	<ul style="list-style-type: none"> <li>Professional pride program (from our readers)</li> <li>NurseLink article</li> </ul>	<ul style="list-style-type: none"> <li>MD cancer experience (from our readers)</li> <li>New grad's experience (from our readers)</li> </ul>	<ul style="list-style-type: none"> <li>CE quiz time</li> <li>News items</li> <li>Editorial by Pam Cipriano</li> <li>Student Nurse blog</li> <li>From Where I Stand blog by Dr. Leah Curtin</li> </ul>
<b>August</b> Space reservations by August 9	<ul style="list-style-type: none"> <li>Daily sedation protocol check</li> <li>Dangers of high energy drinks</li> </ul>	<ul style="list-style-type: none"> <li>Atrial fib</li> </ul>	<ul style="list-style-type: none"> <li>How to deal with angry patients</li> <li>Ethics column by Dr. Leah Curtin</li> </ul>	<ul style="list-style-type: none"> <li>SANE (from our readers)</li> <li>NurseLink article</li> </ul>	<ul style="list-style-type: none"> <li>Respect (from our readers)</li> <li>Patient/family advisory board (from our readers)</li> </ul>	<ul style="list-style-type: none"> <li>CE quiz time</li> <li>News items</li> <li>Editorial by Pam Cipriano</li> <li>Student Nurse blog</li> <li>From Where I Stand blog by Dr. Leah Curtin</li> </ul>
<b>October</b> Space reservations by October 11	<ul style="list-style-type: none"> <li>Depression in the elderly</li> <li>Adrenal insufficiency</li> </ul>	<ul style="list-style-type: none"> <li>Acid/base balance</li> </ul>	<ul style="list-style-type: none"> <li>Disclosure of errors</li> <li>Ethics column by Dr. Leah Curtin</li> </ul>	<ul style="list-style-type: none"> <li>Mentoring (from our readers)</li> <li>NurseLink article</li> </ul>	<ul style="list-style-type: none"> <li>Health care reform (from our readers)</li> <li>Nurses' role in weight management (from our readers)</li> </ul>	<ul style="list-style-type: none"> <li>CE quiz time</li> <li>News items</li> <li>Editorial by Pam Cipriano</li> <li>Student Nurse blog</li> <li>From Where I Stand blog by Dr. Leah Curtin</li> </ul>
<b>December</b> Space reservations by December 8	<ul style="list-style-type: none"> <li>Wake up and breathe weaning</li> <li>Trichotillomania</li> </ul>	<ul style="list-style-type: none"> <li>Enteral feeding</li> </ul>	<ul style="list-style-type: none"> <li>Delegation for managers</li> <li>Ethics column by Dr. Leah Curtin</li> </ul>	<ul style="list-style-type: none"> <li>Professional development association (from our readers)</li> <li>NurseLink article</li> </ul>	<ul style="list-style-type: none"> <li>Noncompliance (from our readers)</li> <li>Cycle poem (from our readers)</li> </ul>	<ul style="list-style-type: none"> <li>CE quiz time</li> <li>News items</li> <li>Editorial by Pam Cipriano</li> <li>Student Nurse blog</li> <li>From Where I Stand blog by Dr. Leah Curtin</li> </ul>

**In every issue:** • Latest Initiatives and News From ANA • Timely Nursing and Health Information From Reliable Sources  
 • Ethics • Editorial From Pam Cipriano, PhD, RN, FAAN, Editor-In-Chief, and More

\*Subject to change -- as of 10.20.10

# American Nurse *Today*

Official Journal of  
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AMERICAN NURSES  
ASSOCIATION

www.AmericanNurseToday.com

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## General Information

**American Nurse Today** is answering nurses' informational needs through traditional print and cutting-edge electronic platforms. A 2009 **American Nurse Today** survey of nurses indicates that 75% of our readers prefer to receive nursing literature through BOTH print and online channels. To answer this preference, we offer 4 electronic platforms: **American Nurse Today...ONLINE**; **e-Edition**; **e-Newsletter**; and website **AmericanNurseToday.com**. If your marketing program includes electronic communications, consider **American Nurse Today** as the leader in providing trusted, useful content and quality circulation through our multi-platform communications program.

## Editorial

### General Editorial Direction

**American Nurse Today** is the only nursing journal guaranteed to be received by all members of the ANA 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.

## Rates and Discounts

Rates effective January 1, 2011. 15% agency discount on expenditures over \$1,500.

**Earned Rates:** Calculated based on the total number of insertions on an annual basis.

## American Nurse Today...ONLINE

The only electronic nursing journal containing original peer-reviewed nursing editorial with up-to-the-minute news from ANA and health news from around the country. The e-journal is delivered to approximately 117,000 nurses who have "opted-in" to receive electronic communications from ANA and/or **American Nurse Today**. Delivered bi-monthly (even months of the year), this electronic journal provides readers with peer-reviewed, clinical, practical and career editorial. Banner advertisements and sponsorships are available.

Talk to your Account Manager about custom issues specific to your business area of interest that you can provide to your customer base.

**Frequency:** 6 online issues in even months.

**Delivery Date:** Mid-month

### Closing Dates

<i>Issue</i> .....	<i>Closing Date</i>
February.....	February 8, 2011
April.....	April 7, 2011
June.....	June 8, 2011
August.....	August 9, 2011
October.....	October 11, 2011
December.....	December 8, 2011



	Print Advertisers	Non-Print Advertisers	
Spotlight banner	\$2,500	\$3,500	
Large banner	\$2,000	\$2,750	
Skyscraper	\$1,500	\$2,500	
Banner	\$1,250	\$2,000	
Exclusive sponsorship	\$3,000	\$4,000	
<b>Specifications:</b>			
Type	Dimensions	File Type	File Size Limit
Spotlight banner	300 x 250 IMU	JPEG, GIF (can be animated)	40 KB
Large banner	300 x 100 IMU	JPEG, GIF (can be animated)	40 KB
Skyscraper	200 x 360 IMU	JPEG, GIF (can be animated)	30 KB
Banner	200 x 200 IMU	JPEG, GIF (can be animated)	40 KB

**Exclusive sponsorship** is "spotlighted" in the top "story" with "Sponsored by..." (company logo) headline. Submit company logo, high resolution graphic file under 50 KB with promotional copy in a Word document, up to 50 words. Copy should contain links and contact information.

## Website

The website of *American Nurse Today*, the official journal of the ANA is an exciting internet destination for nurses. Content on [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com) includes:

- ★ **Clinical, practical, useful nursing articles** – select articles from the journal are accessible
- ★ **Drugs Today** – editorial specific to the latest drug therapy options—a hot topic for nurses
- ★ **Continuing Education** – nurses read a CE article and take the test online to earn credit hours
- ★ **Interactive** – Blogs from Dr. Leah Curin, Jason Wilson (Student Nursing Experiences), Guest Bloggers
- ★ **Latest ANA News**
- ★ **Health news from around the nation** – premier sources for health information for women and health news from around the world
- ★ **Career Sphere** – general career, tips and job hunting information. Nurses can search for their "dream job" using our jobs database.
- ★ **Surveys and polls** – our readers' opinions matter—so we ask questions!



**BANNERS** – 3 sizes are available. Advertisements appear on all web pages within the site – with the exclusion of the Continuing Education section (ANCC requirement) – maximizing exposure of your promotional message.

**Closing information - Website**  
Banners are posted within 48 hours, and posted in 30-day increments.

**Average monthly impressions – more than 1 million**

**Average monthly visitors – more than 42,000**

**Average monthly page views – more than 171,000**

	Print Advertisers	Non-Print Advertisers	
Leaderboard – top of page	\$2,500/month	\$3,500/month	
Skyscraper	\$1,500/month	\$2,500/month	
Tile	\$1,000/month	\$1,500/month	
<b>Specifications:</b>			
Type	Dimensions	File Type	File Size Limit
Leaderboard	468 x 60 IMU	JPEG, GIF (can be animated)	40 KB
Skyscraper	120 x 240 IMU	JPEG, GIF (can be animated)	30 KB
Tile	120 x 90 IMU	JPEG, GIF (can be animated)	20 KB

## e-Newsletter

Opt-in circulation grows every day! Our popular monthly newsletters are written by expert nurse authors and contain a wealth of interesting facts and news stories as well as links to the latest editorial from the journal. Advertisers can post a banner or be the “exclusive sponsor” of this timely electronic resource. Ask your Account Manager for a sample of how sponsorships work and look.

	Print Advertisers	Non-Print Advertisers
Skyscraper	\$750/issue	\$1,000/issue
Banner	\$600/issue	\$900/issue
Tile	\$500/issue	\$750/issue
Exclusive sponsorship	\$1,000/issue	\$1,500/issue

### Specifications:

Type	Dimensions	File Type	File Size Limit
Skyscraper	200 x 360 IMU	JPEG, GIF (can be animated)	30 KB
Banner	200 x 200 IMU	JPEG, GIF (can be animated)	40 KB
Tile	120 x 90 IMU	JPEG, GIF (can be animated)	20 KB

**Exclusive sponsorship** is “spotlighted” in the top “story” with “Sponsored by... (company logo) headline. Submit company logo, high resolution graphic file under 50 KB with promotional copy in a Word document, up to 75 words. Copy should contain links and contact information.

**Frequency:** 12 issues.

**Delivery Date:** Mid-month

**Closing Dates**

Issue	Closing Date
January	January 14, 2011
February	February 16, 2011
March	March 16, 2011
April	April 18, 2011
May	May 17, 2011
June	June 17, 2011
July	July 13, 2011
August	August 18, 2011
September	September 14, 2011
October	October 20, 2011
November	November 16, 2011
December	December 19, 2011

**Custom newsletters are also available – let us develop a newsletter to fit your audience! Ask your Account Manager for more information.**

The image shows a screenshot of the American Nurse Today magazine cover for September 2010. The cover features the title "American Nurse Today" in a stylized font with a rainbow graphic. Below the title, it says "September 2010". The cover is sponsored by American Mobile, with the text "The Experience is Everything!".

Key content on the cover includes:

- Latest Continuing Education:** "Detecting, managing, and preventing pulmonary embolism" by Penny L. Andrews, BSN, RN and Nader M. Hachem, MD, FACP, FCCP. It states that pulmonary embolism (PE) kills about 20% of those it strikes and that deep vein thromboses (DVT) sets the stage for PE and how to assess, manage, and prevent both DVT and PE.
- 21st Annual Meeting:** "Transition and Change: The Future Is Upon Us" October 6-9, 2010, Sheraton Chicago Hotel & Towers.
- By the NUMBERS:**
  - September is Leukemia & Lymphoma Awareness Month.
  - 4: Every 4 minutes one person is diagnosed with a blood cancer.
  - 137,260: The estimated number of people in the U.S. who will be diagnosed with leukemia, lymphoma, or myeloma in 2011.
  - 10: Every 10 minutes someone dies from a blood cancer.
  - 9.5%: Estimated percentage of overall 2010 cancer deaths accounted for by leukemia, lymphoma, or myeloma.
  - <20: Leukemia causes more deaths than any other cancers among children and young adults under the age of 20.
- Health and Nursing News:**
  - Study in Health Affairs states surgical checklists save money:** A study published in Health Affairs reports that use of the World Health Organization's surgical safety checklist save hospitals money because they prevent health care complications. "In a hospital with a baseline major complication rate after surgery of at least 3 percent, the checklist generated cost savings once it was implemented at least five major complications," states the study, which performed a decision analysis comparing implementation of the checklist to existing practices in U.S. hospitals.
  - Free online course on FDA drug regulation:** Access "The Past, Present, and Future of FDA Human Drug Regulation," a free educational program from the U.S. Food and Drug Administration.

*e-Edition*

**SPONSORSHIP** – think of this as an “electronic cover wrap” of the digitized edition of our print journals. Each print issue (odd months of the year) are digitized and posted for 2 months. Your exclusive sponsorship is the first information a visitor sees when accessing the **e-Edition**. A first of its kind and introduced in 2007, **American Nurse Today e-Edition** is the ONLY online nursing journal that benefits advertisers.

As the exclusive 2-month sponsor your company’s name, logo and promotional message will be posted on the landing (portal) page. You “own” the front page – we can even post a web cast for you!



	Print Advertisers	Non-Print Advertisers
Sponsorship	\$3,000/month	\$5,000/month

Additional charges apply for web casts – talk to your Account Manager.

**Frequency:** 6 sponsorships available.  
**Digital Available Date:** 15th of odd months.  
**Closing Date**  
 Materials due by the 1st of odd months.

**Specifications:**  
 Company logo – Submit graphic file under 50 KB and no larger than 100 x 100 IMU. Submit promotional message in a Word document and we will take it from there. Your message can be up to 100 words including specific product information if desired.

**For more information...**

**For more information, contact:**

<p><b>Corporate Offices – 215-489-7000</b>                  Tyra London, Associate Publisher, ext. 117                  Greg Osborne, Publisher, ext. 101</p>	<p><b>ACCOUNT MANAGER</b>                  Judy Smith                  404-816-9882</p>
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**Visit us on the web at [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com).**

**Production contact:**  
 Jennifer Kenny  
 215-489-7000, x119  
[jkenny@healthcommedia.com](mailto:jkenny@healthcommedia.com).



## Webinars on [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com)

Webinars can be used in diverse ways to cut marketing and sales costs and drive top-line growth. A great web collaboration and Webinar strategy can even create competitive or strategic advantage. By partnering with **American Nurse Today**, the official journal of the American Nurses Association, we can help you develop a program that sets you apart from the competition.

Though many companies are using a marketing webinar model, it is not the only option. Other effective ways of using webinars include:

**Positioning webinars** – Positions or repositions (promotes) a company, product or service to potential buyers in the marketplace. These webinars should be informative and/or educational, and are mostly good quality content with a small portion of sales at the end. A positioning webinar, since educational in nature, can draw attendees through possible CE accreditation!

**Web focus groups** – Leverage the features of leading Web collaboration platforms by delivering the insights of multiple conference room-style focus groups, with higher quality data and at a fraction of the cost. Span the globe; eliminate geographical biases. Participants can volunteer their thoughts and ideas from the comfort and convenience of their home, office, or anywhere else they choose to go online. And instead of having to start at a fixed time, they can participate whenever they wish—before work, during the day, over lunch, or in the evening

**Database-building webinars** – Events geared toward building the list of target individuals at the “top of the marketing funnel”. Consider topics that are current and newsworthy, and leverage your company’s expertise in engaging new potential customers.

**Training Webinars** – A timely education/marketing option to help you gain access to new sales opportunities, connecting with customers and potential customers to fuel sales growth.

**American Nurse Today** can help you develop a webinar that meets your marketing initiatives.

Our webinar program includes pre- and post-event marketing, archival options and is a turn-key program where you supply content and speakers...we will do the rest.

Webinar pricing is based on variables including your budget. Our custom programs maximize exposure of the event through print and electronic platforms.

**Example pricing** — \$25,000 includes:

- ★ Premium electronic promotion for 1 month on [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com)
- ★ Electronic promotion activities (e-newsletter sponsorships, banner ads and exclusive e-blasts to prospective attendees)
- ★ Turn key event services provided by third party vendor including one rehearsal
- ★ Exclusive registration page—you will have access to registration information before and after your event
- ★ Up to 500 attendees

Talk to your Account Manager about how you can incorporate **American Nurse Today** Webinars in your marketing and/or educational programs.

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## Special Projects Overview

**American Nurse Today**, the official journal of the American Nurses Association (ANA) offers customized, cost-effective programs that provide you with print and electronic options to maximize distribution and meet your specific education and/or marketing goals. Our programs range from gathering specific nursing data to producing enduring educational materials—and everything in-between!

Our research has proven itself...nurses want what **American Nurse Today** offers—critical, professional, and evidence-based information encompassing clinical, practical, career and practice management issues in a reader-friendly easy-to-read format. We bring this standard to all special projects! Our programs enhance and expand the science-based information in the journal. We specialize in customizing projects to meet both nursing information needs as well as commercial educational initiatives.

Over the past 5 years, **American Nurse Today** has provided our readers with timely, up-to-date clinical and practical information to improve patient care and advance the nursing profession—information that our readers use immediately in their practice. **American Nurse Today** is read monthly by 175,000 nurses that include 160,000 members of ANA.

Nurses are a vital component in our healthcare system—and ANA is the only multi-specialty nursing organization that represents the 3.1 million nurses across the country on both the state and national levels. Nurses want and need a wide variety of education and information to answer questions from colleagues and patients every day! As the #1 trusted healthcare professional in the USA\*, and in many cases, the one that spends the most time with patients, nurses are vital recommenders of a wide variety of programs, over-the-counter products as well as talking to colleagues, patients and family members about various healthcare issues every day.

“Off-the-shelf” projects range from development and tabulation of surveys, round table discussion groups, symposia, enduring materials and more. **American Nurse Today** offers “turn-key” programs starting with the development of editorial, copy editing, peer-review, art and design (including charts or graphs) layout, printing, mailing, and postage.

Examples of well-received projects that have been successfully used to address various informational needs include:

★ **Print-based programs**

- Educational monographs
  - Editorial Advocacy
  - Special Reports
  - Education handouts

★ **Web-based programs**

- Custom editions of **American Nurse Today...ONLINE**
- Delivery of information through [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com)
  - Webinars
  - Blogs

(more...)





### PRINT BASED PROGRAMS:

**EDUCATIONAL MONOGRAPHS** – Whether you are interested in converting existing oral presentations from an event, supporting independent topic-specific CE-approved educational material development, or development of articles that serve as educational tools and resources for nurses – consider partnering with **American Nurse Today**, the official journal of the American Nurses Association as a development/distribution partner. We work with a team of professionals who work with your team (or work independently) to create high quality enduring educational materials that will serve nurses as a resource to further their nursing practice. Our educational supplement program is flexible, allowing us to develop a customized approach for your project. Several examples of our educational platforms include:

**EDITORIAL ADVOCACY** – Every issue of **American Nurse Today** contains evidence-based, succinct, practical information to update the most active nurses on the fast changing healthcare standards. However, we want to do more! The Editorial Advocacy program helps broaden the scope of information in each issue. The program is sponsorship of multiple-part serial editorial focused on a specific topic that is published in an agreed-upon timeline. Our editorial team works with you and/or your staff, or other nurse authors to develop focused articles that will be scheduled in the journal throughout the agreed upon period of time (3 months, 6 months, etc.).

**SPECIAL REPORTS** – This option is development of editorial on a single-topic that is presented as a special “section” within the print publication. Special Reports consist of editorial presented in article format and usually cover various aspects of a single topic.

**EDUCATION HANDOUTS** – Working with leading nurse authorities, we develop an education handout specific to an agreed upon topic that nurses share with colleagues or patients, as appropriate. Printed with your sponsorship acknowledged and inserted into **American Nurse Today**, these handouts can also be printed/padded for use in awareness campaigns, at nursing conventions, or by marketing/sales representatives as an educational leave-behind.

### WEB-BASED PROGRAMS

**CUSTOM EDITIONS OF American Nurse Today...ONLINE** – if you are interested in a communications/ education program that includes electronic delivery, consider the cutting-edge **American Nurse Today... ONLINE** – the only nursing e-journal that includes BOTH peer-reviewed, science based information as well as timely news about what is currently being discussed in the media. Custom editions that focus on a specific topic, as well as custom circulations are available.

**DELIVERY OF INFORMATION THROUGH [www.AmericanNurseToday.com](http://www.AmericanNurseToday.com)** – the journal’s companion website has become a favorite destination for nurses on the web. As of October, 2010, the website averages over 1 million impressions a month with an average of 171,000 page views for an average of over 42,000 visitors per month.

**WEBINARS** – **American Nurse Today** can help you develop a webinar that meets your education, awareness building, or marketing initiatives. Our turn-key webinar program includes significant pre- and post-event marketing and archival options – all you supply is the content and the speakers...we do the rest.

**BLOGS** – Is there a member of your team that who is interested in blogging about your project? Talk to us about how we can get your information in front of dynamic, active nurses who are on the web!

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