

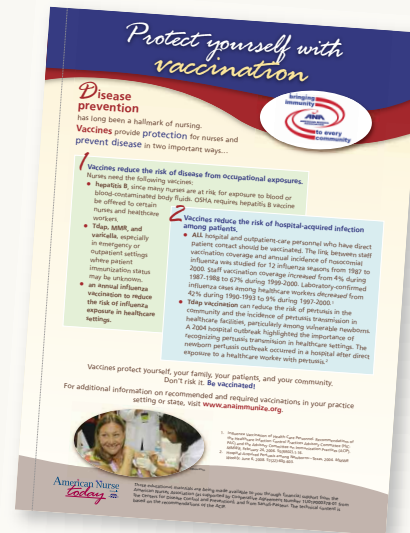
PRINT BASED PROGRAMS

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 electronic issues – if you are interested in a communications/education program that includes electronic delivery, consider the cutting-edge **American Nurse Today** electronic issues – the only nursing 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 – the journal's companion website has become a favorite destination for nurses on the web. As of September, 2011, the website averages over 1.5 million impressions a month with an average of 267,000 page views with an average of over 66,000 visits 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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