

2012 Classified Rate Card

American Nurse
today
Official Journal of
ANA
AMERICAN NURSES
ASSOCIATION

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

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EDITORIAL

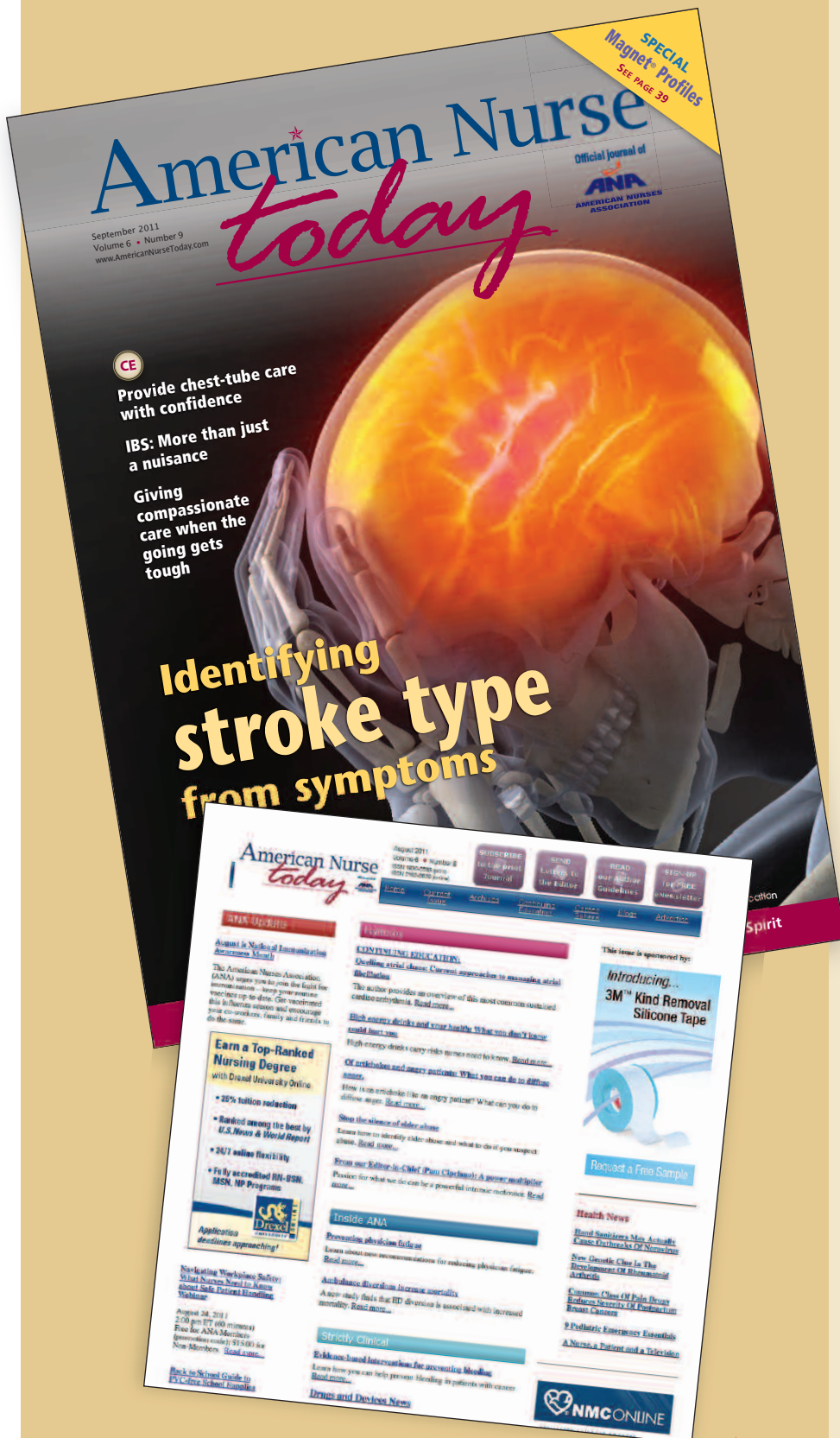
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Overview

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 issue12 to 14
Average length of articles3 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-written5%
Solicited35%
Submitted60%

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

Issuance & Closings

Date of First Publication

October, 2006

Frequency

12 times per year: 6 print issues and 6 electronic issues

Distribution Date

15th of each month

Closing Dates

<i>Issue</i>	<i>Closing Date</i>
January	Dec. 21, 2011
February	Feb. 7, 2012
March	Feb. 23, 2012
April.....	Apr. 9, 2012
May	Apr. 24, 2012
June	Jun. 8, 2012
July	Jun. 21, 2012
August.....	Aug. 8, 2012
September	Aug. 23, 2012
October	Oct. 9, 2012
November	Oct. 22, 2012
December	Dec. 7, 2012

Bold text = Print Issues; Regular text = Electronic Issues

Rates

Rates effective January 1, 2012.

Line and display rates are net. 15% agency commission is available on 1/4-page and larger classified advertisements.

Line Ads: \$48 per line. Minimum 10 lines for employment. All other advertisements minimum 5 lines. **Bold text:** add \$41 per line.

Color: 2/color – add \$67 per line for line ads.

Display Classified – Rates on reverse. For color, add:

2-color standard – \$673, or 2-color matched PMS – \$875

4-color – \$2,355

Circulation

Selection Criteria based on current association membership and database of non-member nurses from ANA-maintained list.
Members – 99.37%; Non-Members – <1%; 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 2010:

(% 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%
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%

1/4 ad
3⁷/₁₆" w x 4¹/₂" h

\$2,831

Other sizes available:

1/2 ad, horizontal

7" w x 4¹/₂" h

1/2 ad, vertical

3⁷/₁₆" w x 9¹/₄" h

\$4,709

Full-page ad

7" w x 9³/₄" h

\$8,114

1/8 ad vertical
1 column
1⁵/₈" w x 4¹/₂" h

\$2,025

1/32 ad
1 column
1⁵/₈" w x 1" h
\$586

1/16 ad
1 column
1⁵/₈" w x 2" h

\$1,137

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1/8 ad horizontal
2 columns
3⁷/₁₆" w x 2¹/₈" h

\$2,025

1/16 ad
2 columns
3⁷/₁₆" w x 1¹/₁₆" h

\$1,137