

2012 Magnet® 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

SALES & PRODUCTION

Group Publisher
Gregory P. Osborne
215-489-7000 x101

Associate Publisher
Tyra London
215-489-7000 x117

Account Managers
Judy Smith
770-575-0761

Scott MacDonald
215-489-7000 x118

Susan Schmidt
847-626-4880

**Production/Electronic
Channels Coordinator**
Rachel Barger
215-489-7000 x119

EDITORIAL

Editor-in-Chief
Pamela Cipriano, PhD, RN,
FAAN

**Executive Editor,
Professional Outreach**
Leah Curtin, RN, ScD(h), FAAN

Managing Editor
Kathy Goldberg

Art Director
David Beverage

**ANA Contact
Assistant Director,
Periodicals**
Joseph Vallina
Joseph.Vallina@ana.org

2011 MAGNET™ HIGHLIGHTS
Recognizing Nursing Excellence

American Nurse Today
August 2011
Volume 18 Number 8
ISSN 0898-0101

ARTICLE	Author	Column	Page
ANA Update		1	1
Continuing Education		10	10
Read Letters to the Editor		15	15
Read the Editor's Guidelines		16	16
Sign-up for FREE membership!		17	17

ANA Update
August is National Immunization Awareness Month
The American Nurses Association (ANA) urges you to join the fight for vaccine up-to-date. Get vaccinated this fall to protect you and your family. You go, we go. Family and friends, too.

Continuing Education
Quality: a vital choice Current approaches to managing atrial fibrillation
This article provides an overview of the most common sustained cardiac arrhythmias. [Read more.](#)

High energy drinks and your health: What you don't know could hurt you
High energy drinks carry risks, even over the counter. [Read more.](#)

IV antibiotics and your patients: What you can do to diffuse anger
How can antibiotic like an angry patient? What can you do to diffuse anger. [Read more.](#)

Stop the silence of older abuse
Learn how to identify elder abuse and what to do if you suspect abuse. [Read more.](#)

From our Editor-in-Chief Pam Cipriano: A power multiplier
Positive for what we do can be a powerful intrinsic motivation. [Read more.](#)

Inside ANA
Dispensing physician fatigue
Learn about new recommendations for reducing physician fatigue. [Read more.](#)

Antibiotic resistance: Increase mortality
A new study finds that EIT resistance is associated with increased mortality. [Read more.](#)

Strictly Clinical
Evidence-based interventions for preventing bleeding
Learn how you can help prevent bleeding in patients with cancer. [Read more.](#)

Drugs and Devices News

This issue is sponsored by:
Introducing... 3M™ Kind Removal Silicone Tape
[Request a Free Sample](#)

Health News
Read Shelton's Plus: Actually Causes Outbreak of Norovirus
New Genetic Clue in The Development Of Blomquist Atrophic
Common Cause Of Pain Drives Endemic Spread Of Postmenopausal Breast Cancer
3 Pediatric Emergence Essentials
A Nurse's Patient and a Televisit

Earn a Top-Ranked Nursing Degree
with Drexel University Online
• 28% tuition reduction
• Ranked among the best by U.S. News & World Report
• 24/7 online flexibility
• Fully accredited RN, BSN, MSN, NP Programs
Applications deadline approaching!

Navigating Workplace Safety: What Nurses Need to Know about Safe Patient Handling
Vicki Lerner

August 24, 2011
200 pp \$7.00 (members)
For the ANA Member (subscriber code) \$15.00 for Non-Members. [Read more.](#)

Back to School Guide to P.V.C. One School, Multiple

NMC ONLINE



Magnet® Highlights, Update, and Profiles

American Nurse Today, the official journal of the American Nurses Association publishes 3 special Magnet®-focused editorial sections each year. These very popular resources are perfect opportunities to reach nurses in an editorial environment geared to the highly respected Magnet designation. One-of-a-kind resources, these “go-to” guides are perfect for announcing new designation or re-designation, recruiting, and branding your Magnet facility. These authoritative sections feature:

- **Exclusive editorial**—multiple articles about Magnet, authored by and for nurses including the Magnet experts, ANCC
- **Magnet facility listings, contact information, and display ads**
- **Special graphics** and “covers” to highlight section and draw readers

In 2012, celebrate your facility’s Magnet status, recruit nurses, or thank your staff for their dedication during the “Magnet journey” through **American Nurse Today!**

Circulation

- 175,000 readers
- Unprecedented online exposure for 1 year through the **e-Edition!**
- Posted for 1 year on journal’s companion web site – www.AmericanNurseToday.com – in pdf format, including all advertisements and listings.

Issuance & Closings

Date of First Publication

October, 2006

Distribution Date

15th of each month

Closing Dates

Issue.....Closing Date

January - Magnet Highlights **Dec. 21, 2011**

March - Magnet Update **Feb. 23, 2012**

September - Magnet Profiles..... **Aug. 23, 2012**

Rates

Display Advertisements

Full page, 4/C	\$7,205 gross
1/2 page, 4/C	\$4,885 gross
1/4 page, 4/C	\$2,978 gross

Listings

Basic	\$507
Enhanced	\$705
Premier	\$988

Save money and maximize exposure! Ask your Account Manager about our special Magnet packages.

Rates effective January 1, 2012.

15% agency discount on display ad space and color.
Listings are non-commissionable.

Print Ad Specs

Display Ad Sizes

Page Size	Non-Bleed	Bleed
Full Page	7" x 9¾"	8¼" x 11½"
1/2 Page – vertical	3⅜" x 9¾"	NA
1/2 Page – horizontal	7" x 4¾"	NA
1/4 Page – vertical	3⅜" x 4¾"	NA

LISTINGS

Your Account Manager will supply an electronic information form for you to complete.

Basic

Specialty areas word count: 35 words/263 characters

Enhanced

Specialty areas word count: 35 words/263 characters

Additional info word count: 35 words/263 characters

Logo: 300 dpi @ 2inches wide or high-res eps file

Premiere

Specialty Areas word count: 35 words/263 characters

Additional Info word count: 65 words/450 characters

Logo: 300 dpi @ 2inches wide or high-res eps file

Photo: 300 dpi @ 2inches wide

Production contact: Rachel Bargeron at HealthCom Media.

Phone: 215-489-7000, x119.

Email: rbargeron@healthcommedia.com

Bonus Distribution

January

Magnet Highlights **ANA's NDNQI 2012 Conference**
exclusive opportunity

January 25–27
Las Vegas, NV

March

Magnet Update **AORN Congress**
March 24–29
New Orleans, LA

ONS

May 3–6
New Orleans, LA

AACN–NTI

May 19–24
Orlando, FL

September

Magnet Profiles **ANCC Magnet Conference**
exclusive opportunity

October 10–12
Los Angeles, CA

American Academy of Nursing

October 11–13
Washington, DC



American Nurse today

Official Journal of
ANA
AMERICAN NURSES ASSOCIATION

HealthCom Media

Lantern Hill Business Park
259 Veterans Lane, 3rd Floor
Doylestown, PA 18901

Phone 215-489-7000 • Fax 215-489-7007

www.AmericanNurseToday.com

© 2011 HealthCom Media. All rights reserved.