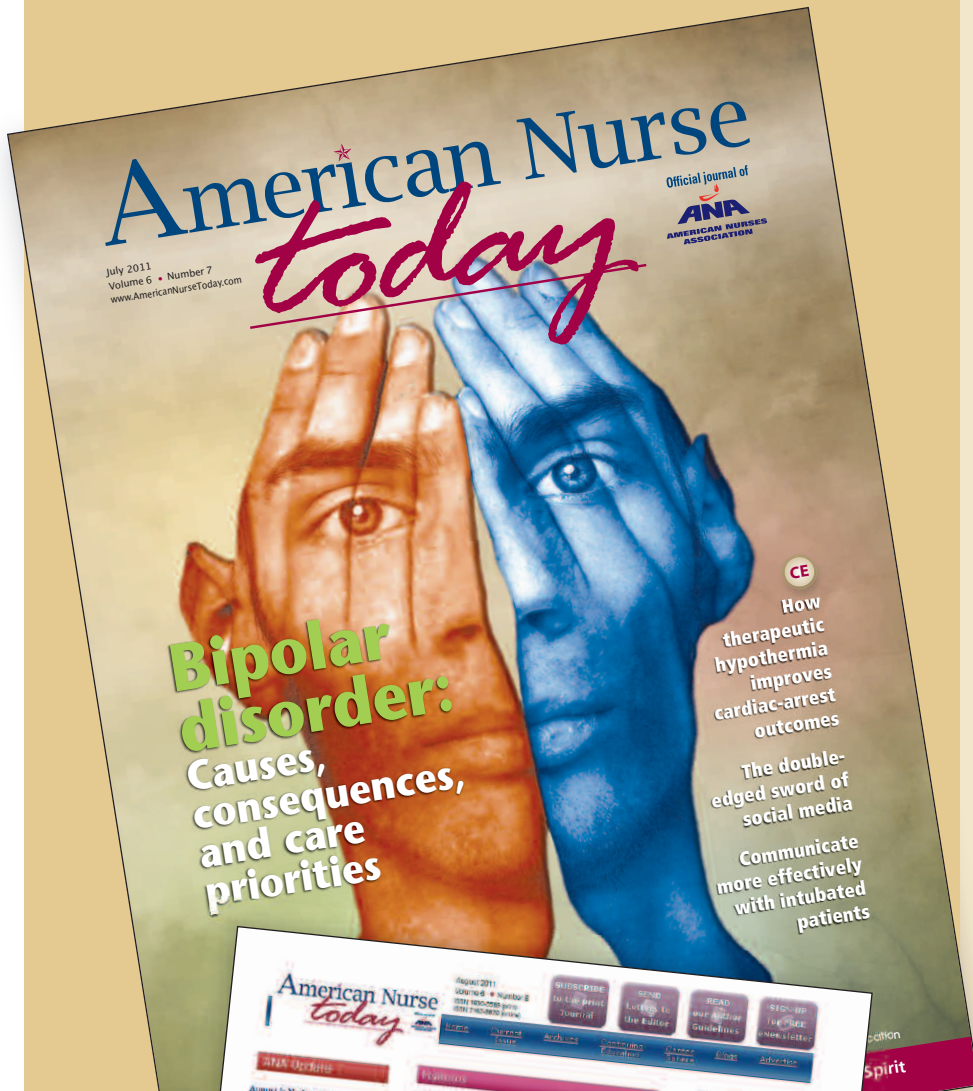


2012 Recruitment Rate Card

American Nurse
today
Official Journal of
ANA
AMERICAN NURSES
ASSOCIATION

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

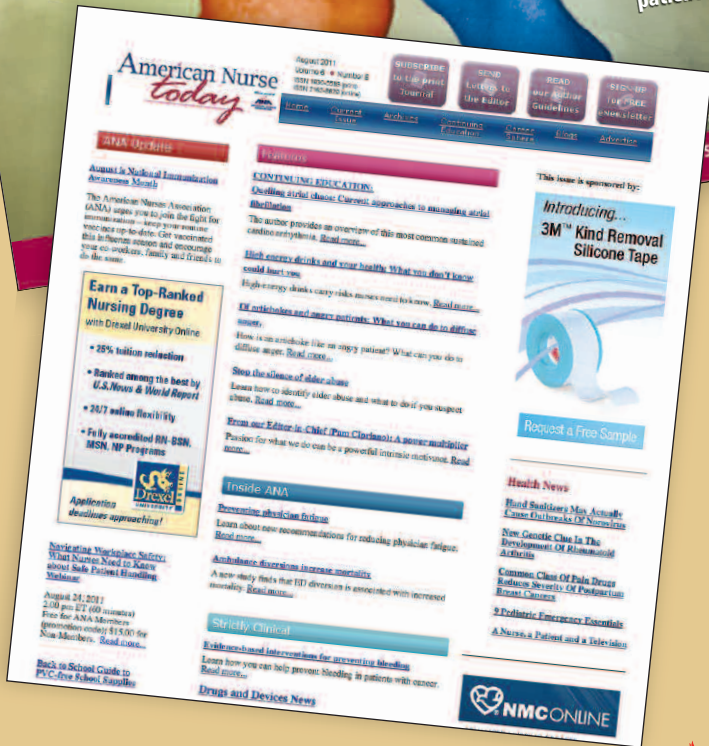


Bipolar disorder:
Causes,
consequences,
and care
priorities

CE
How
therapeutic
hypothermia
improves
cardiac-arrest
outcomes

The double-
edged sword of
social media

Communicate
more effectively
with intubated
patients



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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



Circulation

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%



Journal Rates & Discounts

Rates effective January 1, 2012.
 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 insertions on an annual basis.

Print Color Charges

Standard color	\$1,255
Matched color	\$1,413
3- & 4-color process	\$3,322

Classified Advertising Rates

See separate classified rate card

Print 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%

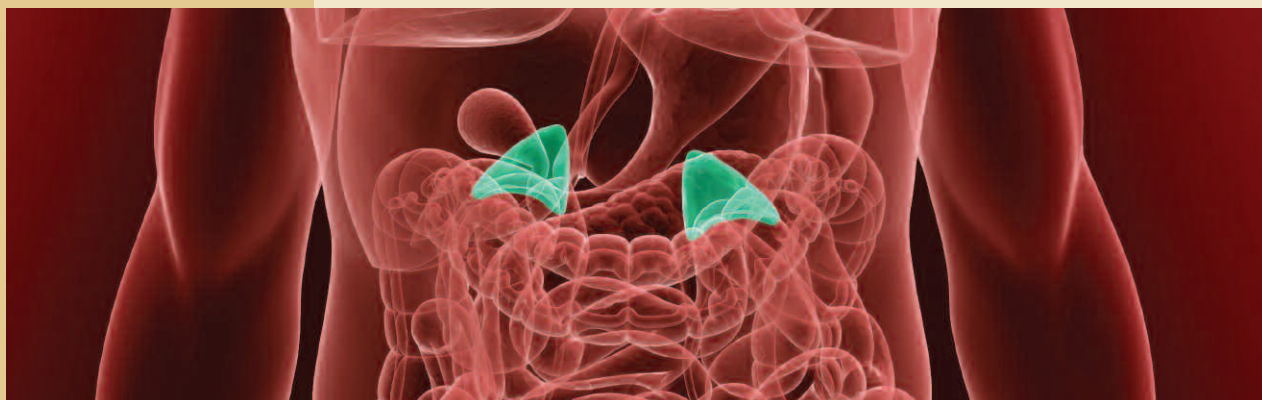


Electronic Issues (Even months)

Sponsor	
Print advertiser	\$3,000/month
Non-Print advertiser	\$5,000/month
Leaderboard	
Print advertiser	\$2,500/month
Non-Print advertiser	\$3,500/month
Square	
Print advertiser	\$2,000/month
Non-Print advertiser	\$2,750/month
Spotlight Banner (Journal Column)	
Print advertiser	\$1,750/month
Non-Print advertiser	\$2,250/month
Banner	
Print advertiser	\$1,500/month
Non-Print advertiser	\$2,500/month
Tile	
Print advertiser	\$1,000/month
Non-Print advertiser	\$1,500/month

Print Issues (odd months)

	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full	10054	9799	9534	9262	8984	8706	8437	8179	7926
2/3	7339	7152	6960	6761	6558	6356	6159	5971	5785
Island	7137	6957	6768	6575	6379	6181	5990	5806	5626
1/2	5731	5584	5434	5279	5122	4964	4810	4662	4518
1/3	4123	4018	3909	3799	3684	3570	3460	3353	3249
1/4	3419	3331	3242	3150	3056	2959	2869	2782	2695
1/6	2615	2548	2480	2408	2336	2265	2193	2128	2061



Print Specifications

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

Please send to Associate Publisher:
tlondon@healthcommedia.com

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 – 40/60%; 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.

AD SPECIFICATIONS

Ad and Bleed Sizes

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

Printing Method and Paper Stock

Printing method: Web offset. Trim size: 8" x 10⁷/₈".
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.

AD REPRODUCTION REQUIREMENTS

- **American Nurse Today** is printed web offset using computer-to-plate technology.
- Digital artwork required. Mac files are required.
- Application file formats accepted are: Hi-res PDF, QuarkXPress, Adobe Illustrator, Adobe InDesign, 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 10⁷/₈"). All bleeds should be 1/8" beyond page trim size.
- For eps files using fonts, be sure fonts are converted to outline or rasterized.
- 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%.
- 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 Rachel Bargeron for FTP instructions.
- SWOP standards apply.

Contact Rachel Bargeron at HealthCom Media, 215-489-7000, x119 with any questions.

Email: rbargeron@healthcommedia.com

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

Rachel Bargeron

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.

INSERTS

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 \$1,847 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.

Electronic Issues

For electronic issue banner ads acceptable formats are JPEG and GIF*. Dimensions and file size limits:

Sponsor

265 x 300 IMU – 125 KB
JPEG, GIF*

Leaderboard

500 x 75 IMU – 65 KB
JPEG, GIF*

Square

265 x 265 IMU – 100 KB
JPEG, GIF*

Spotlight Banner (Journal Column)

360 x 200 IMU – 75 KB
JPEG, GIF*

Banner

265 x 200 IMU – 75 KB
JPEG, GIF*

Tile

265 x 100 IMU – 50 KB
JPEG, GIF*

*Files can be animated, HOWEVER the first slide should contain your brand/company name.

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 ad will be posted on the landing (portal) page. You “own” the front page – we can even post a web cast for you!

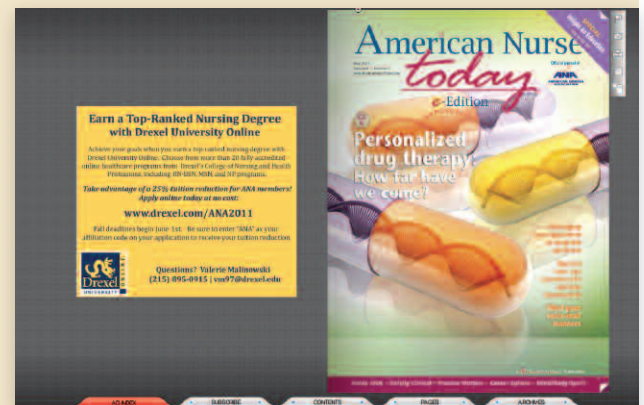
	Print Advertisers	Non-Print Advertisers
Sponsorship	\$3,000/2 months	\$5,000/2 months
Additional charges apply for web casts – talk to your Account Manager.		

Frequency: 6 sponsorships available.

Digital Available Date: 15th of odd months.

Closing Date: Materials due by the 1st of odd months.

Ad Specifications: Please submit a pdf file, 550 pixels x 480 pixels; 150 dpi or higher.



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 includes:

- **Clinical, practical, useful nursing articles** – select articles from the journal are accessible
- **Drugs and Devices** – 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 Curtin & 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

Banners are posted within 48 hours, and posted in 30-day increments.



	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
Specifications:		
Type	Dimensions	File Type
Leaderboard	468 x 60 IMU	JPEG, GIF (can be animated)
Skyscraper	120 x 240 IMU	JPEG, GIF (can be animated)
Tile	120 x 90 IMU	JPEG, GIF (can be animated)
		File Size Limit
		40 KB
		30 KB
		20 KB

Average monthly visits – more than 77,500

Average monthly page views – more than 303,000



...NewsBytes! Weekly e-Newsletter

Opt-in circulation grows every day! Our popular weekly 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. **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 40 words. Copy should contain links and contact information.

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



Specifications:

Type	Dimensions	File Size Limit	Rate
Leaderboard	500 x 75 IMU	65 KB	\$1,350 – Print Advertisers \$1,850 – Non-print Advertisers
Sponsor	265 x 100 IMU	50 KB	\$1,250 – Print Advertisers \$1,650 – Non-print Advertisers
Skyscraper	265 x 400 IMU	150 KB	\$850 – Print Advertisers \$1,000 – Non-print Advertisers
Square	265 x 265 IMU	100 KB	\$750 – Print Advertisers \$900 – Non-print Advertisers
Banner	265 x 200 IMU	75 KB	\$600 – Print Advertisers \$750 – Non-print Advertisers
Tile	265 x 100 IMU	50 KB	\$500 – Print Advertisers \$700 – Non-print Advertisers

Subscription Information

PRINT PLUS Subscription Rates

12 issues: 6 print issues PLUS have access to all digital products including 6 electronic issues, e-Edition (digitized edition of the print issues) and archives (available through www.AmericanNurseToday.com)

US – Individual	\$29.90
US – Institution	\$213.45
Outside US – Individual	\$40.95
Outside US – Institution	\$262.10

DIGITAL ONLY Subscription Rates

12 issues: all issues delivered electronically to your email address as well as access to the e-Edition (digitized edition of the print issues) and archives (available through www.AmericanNurseToday.com)

Individual	\$9.99
Institution	\$185.00

Back issues

US	\$5
US – Institution	\$15
Outside US	\$15

American Nurse
today
Official Journal of
ANA
AMERICAN NURSES
ASSOCIATION

HealthCom Media

Lantern Hill Business Park
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