



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



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www.AmericanNurseToday.com

ISSUANCE AND CLOSING

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. 22, 2010
February.....	Feb. 8, 2011
March	Feb. 23, 2011
April.....	Apr. 7, 2011
May	Apr. 25, 2011
June.....	Jun. 8, 2011
July	Jun. 23, 2011
August.....	Aug. 9, 2011
September	Aug. 24, 2011
October.....	Oct. 11, 2011
November	Oct. 25, 2011
December.....	Dec. 8, 2011

Bold text = Print Issues; Regular text = Electronic Issues

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.

RATES AND DISCOUNTS

JOURNAL ISSUES

Rates effective January 1, 2011.

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

	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full	9621	9377	9123	8863	8597	8331	8074	7827	7585
2/3	7023	6844	6660	6470	6276	6082	5894	5714	5536
Island	6830	6657	6477	6292	6104	5915	5732	5556	5384
1/2	5484	5344	5200	5052	4901	4750	4603	4461	4323
1/3	3945	3845	3741	3635	3525	3416	3311	3209	3109
1/4	3272	3188	3102	3014	2924	2832	2745	2662	2579
1/6	2502	2438	2373	2304	2235	2167	2099	2036	1972

Electronic

Leaderboard – top of page
 Print \$2,500/month
 Non-Print \$3,500/month

Skyscraper
 Print \$1,500/month
 Non-Print \$2,500/month

Tile
 Print \$1,000/month
 Non-Print \$1,500/month

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

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%

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%

PRINT AD 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

Editorial Research

Editorial research is conducted on a regular basis. A questionnaire is mailed to 300 – 500 members asking questions related to readership of articles and departments.

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 9¾"	8¼" x 11½"
2/3 Page – vertical	4⅝" x 9¾"	5¼" x 11½"
Island	4⅝" x 7⅜"	–
1/2 Page – vertical	3⅝" x 9¾"	4" x 11½"
1/2 Page – horizontal	7" x 4¾"	8¼" x 5½"
1/3 Page – vertical	2⅞" x 9¾"	2¾" x 11½"
1/4 Page – vertical	3⅝" x 4¾"	NA
1/6 Page – vertical	2⅞" x 4¾"	NA

Printing Method and Paper Stock

Printing method: Web offset. Trim size: 8" x 10⅞".
Cover: 80 lb. coated. Inside pages: 38 lb. coated.
Safety margins for live matter: ¼" 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 10⅞"). All bleeds should be ⅞" 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 Barger for FTP instructions.
- SWOP standards apply.

Contact Rachel Barger at HealthCom Media, 215-489-7000, x119 with any questions.
Email: rbarger@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

Bricklayered 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 AD SPECIFICATIONS

ELECTRONIC ISSUES

For electronic issue banner ads please limit file size to 40 KB; acceptable formats are JPEG and GIF (can be animated).

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

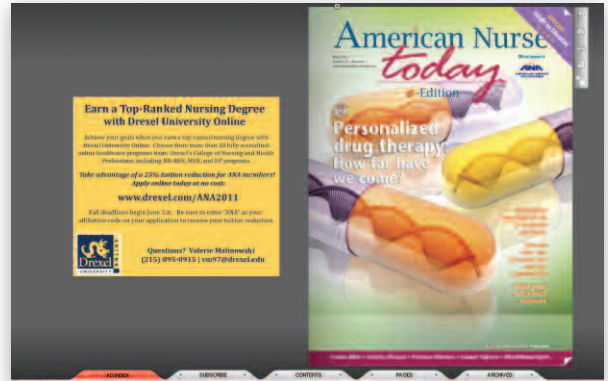


Sponsorship

Company logo: submit graphic file under 50 KB and no larger than 100 x 100 IMU. Submit promotional message in a Word document, up to 100 words including specific product information if desired.

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.

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

ELECTRONIC AD SPECIFICATIONS (CONTINUED)

- ★ **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.

Average monthly visitors – more than 42,000

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

Average monthly page views – more than 171,000

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. **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.

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



		Print Advertisers	Non-Print Advertisers
<i>Skyscraper</i>		\$750/issue	\$1,000/issue
<i>Banner</i>		\$600/issue	\$900/issue
<i>Tile</i>		\$500/issue	\$750/issue
<i>Exclusive sponsorship</i>		\$1,000/issue	\$1,500/issue
Specifications:		File Type	File Size Limit
Type	Dimensions		
<i>Skyscraper</i>	200 x 360 IMU	JPEG, GIF (can be animated)	30 KB
<i>Banner</i>	200 x 200 IMU	JPEG, GIF (can be animated)	40 KB
<i>Tile</i>	120 x 90 IMU	JPEG, GIF (can be animated)	20 KB

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 + \$1.95 s&h
US – Institution	\$213.45 + \$1.95 s&h
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