American Nurse Today and American Nurses Association marketing program reaching a community of over 200,000 nurses across the country

OJIN

Nursing Insider

Published by the American Nurses Association

www.AmericanNurseToday.com
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HCM - HealthCom Media is a leading information and content development company. Our experience and understanding of the many complex aspects of today’s healthcare system has proven instrumental in securing our leading position as a premier healthcare publisher. We are staffed with experienced professionals who utilize market intelligence to deliver relevant content to our readers, many of whom are healthcare providers and association members. We excel in developing fully integrated marketing solutions for commercial entities that complement traditional advertising programs in our award-winning journals.
Introduction

American Nurse Today is the only peer-reviewed nursing journal guaranteed to be received by all members of the American Nurses Association (ANA), and serves as a dynamic voice of nursing. The journal is a clinical, practical and educational resource for ALL nurses and contains vital data, information, news and insight from authoritative experts from a wide range of nursing specialties. Articles are developed to benefit all nurses – whether they are nurse leaders or bedside nurses. American Nurse Today is an indexed, comprehensive, peer-reviewed journal and is rated as one of the most valuable benefits of ANA membership.

Editorial Sections

- **Strictly Clinical**: Diverse topics including continuing education article and other science-based clinical information nurses can assimilate into their practice immediately.
- **Leading the Way**: Focus on leadership topics keeping nurses – both today’s nurse leaders as well as tomorrow’s – informed about the latest topics for effective management.
- **ANA on the Frontline**: A special section of the journal featuring original reporting on the issues facing nurses and the latest news about the American Nurses Association (ANA)’s initiatives and programs.
- **Practice Matters**: Topics about how nurses can best manage the “business” aspect of their nursing practice.
- **Career Sphere**: Articles written to help nurses navigate all aspects of their career ranging from nursing specialties to our annual salary and nursing trends survey
- **Mind/Body/Spirit**: Taking care of the caregiver

Editorial Advocacy

Throughout the year, American Nurse Today reports on key nursing issues on a wide variety of topics. Working with our sponsors, we collaborate with thought leaders to develop useful educational resources for nurses. Talk to your account manager about how we can work with you to develop peer-reviewed content for your educational initiatives.

Throughout the year special sections are published in the journal that include:

- **Education Guide**: Annual update including highlights about higher education issues and trends, as well as a directory of nursing programs and degrees
- **Nursing Excellence/Magnet®**: Published three times a year, our Nursing Excellence section provides nurses with actionable information from Magnet® institutions. Written by experts, this is a comprehensive guide for practice improvement
- **CareerWatch**: Developed by industry experts, content consists of innovative ideas and practical guidance for career enhancement strategies
- **National Nurses Week and the American Nurse Today Spirit of Caring Award**: In recognition of extraordinary nursing practice, American Nurse Today sponsors the Spirit of Caring Award to coincide with National Nurses Week

**Average Issue Information**

Number of articles per issue . . . .12 to 14  
Average length of articles . . . . . 3 pages

**Origin of Editorial**

Staff-written . . . . . . . . . . . . . . . . . . . 5%
Solicited . . . . . . . . . . . . . . . . . . . 35%
Submitted . . . . . . . . . . . . . . . . . . 60%

*Editorial content is reviewed by the Editor-in-Chief and other nurse experts/reviewers including Editorial Advisory Board members.*
Contact us

SALES AND PRODUCTION

PUBLISHER
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David Beverage

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Michelle Welliver

DIGITAL PROJECT ASSISTANT
Abigail L. Snyder

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Lillee Gelinas, MSN, RN, FAAN

EXECUTIVE EDITOR, PROFESSIONAL OUTREACH
Leah Curtin, RN, ScD(h), FAAN

EDITORIAL DIRECTOR
Cynthia Saver, MS, RN

MANAGING EDITOR
Julie Cullen

COPY EDITOR
Jane Benner

ANA PERIODICALS DEPARTMENT
Joan Hurwitz
Susa McCutcheon
Susan Trossman, RN
Profile + demographics

General Audience

WHO IS LOOKING AT US
WHO WILL BE LOOKING AT YOU...

Total Readership: 200,100*

Organizations Represented
- Hospital/Teaching
- Physician Practice
- Home/Post-Acute Care
- Other
- Advanced Practice/Supervisor
- Director/VP
- Home/Post-Acute Care
- Consultant/Other

Employee Type
- Full Time
- Part Time
- Per Diem
- Staffing Firm

Job Titles
- Staff Nurse

Do you talk to patients, family, or friends about prescription medications that have been prescribed for them?
- YES 70%
- NO 30%

Highest Degree Achieved
- Masters in Nursing
- Bachelors in Nursing
- Associates in Nursing
- Non-Nursing Bachelors
- Masters, plus Doctorate

Our Readers Digital Engagement
- Own a Smartphone 89%
- LinkedIn 44%
- Twitter 16%
- Facebook 11%

Data collected from American Nurse Today readership surveys conducted in 2017.
*Includes readership of the journal on AmericanNurseToday.com

Learn more at: www.AmericanNurseToday.com
Profile + demographics

**American Nurse Today readers rate our journal**

- **Content Quality**
  - Outstanding
  - Good
  - Average
  - Poor

- **Reading Frequency**
  - Every Issue
  - Most issues
  - Some issues
  - Never read an issue

- **Issue Interest**
  - All of it
  - Most of it
  - Some of it
  - None of it

**Top interests of our nurse readers**

- **Clinical Information**
  - Very interested
  - Interested
  - Somewhat interested
  - Not interested

- **Ethical Issues**
  - Very interested
  - Interested
  - Somewhat interested
  - Not interested

- **Personal Development**
  - Very interested
  - Interested
  - Somewhat interested
  - Not interested

- **New Technology**
  - Very interested
  - Interested
  - Somewhat interested
  - Not interested

- **Career Advice**
  - Very interested
  - Interested
  - Somewhat interested
  - Not interested

*Data collected from American Nurse Today readership surveys conducted in 2017
Earned rates: Space is calculated based on the total number of insertions on an annual basis. Additional costs, such as tip-in charges, etc., are not subject to agency discount.

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%

Discount Structures: Ask your Account Manager about multi-channel, multi-platform, and market-sector discounts.

**PRINT ISSUES (NET rates include 4/color)**

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**DIGITAL ISSUES – August and December ONLY (NET rates include 4/color)**

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**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 VP, Publishing & Sales: sgoller@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 VP of Publishing & Sales, Sofia Goller at 215-489-7002 or sgoller@healthcommedia.com.

**Printing method and paper stock**

**Type of binding:** Saddle stitch.

**Half-tone screen:** 133-line screen.

**AD SPECIFICATIONS**

**Ad and bleed sizes**

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<td>2 1/8” x 4 3/4”</td>
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**Ad reproduction requirements**
- American Nurse Today is printed web offset using computer-to-plate technology.
- Digital artwork required. Mac files are preferred.
- 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; 2400 x 3263 pixels.
- Pages must be built according to final trim size (8” x 10 7/8”).
- All bleeds should be 1/8” beyond page trim size. All text should be kept 1/2” from trim.
- 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.
- Files can be submitted electronically through email, Dropbox, or other file transfer system.
- SWOP standards apply.

**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.

**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**
210,000 inserts per issue.

Materials being delivered must meet the following requirements:
1. All materials must be accompanied by a detailed packing list and Bill of Lading (“BOL”).
2. Each skid and/or carton should be clearly marked on all four sides with the following information:
   a) Counts per lift/carton
   b) Total counts per skid
   c) Total number of pieces (forms) for roll stock and/or fanfold
   d) Description of piece (key code, unique identifier)
   e) Title and issue or a Quad/Graphics job number
3. All skids must be secured, wrapped and banded with plastic banding, not metal.
4. The total height of the skid can be no more than 45”, the dimensions of which must be no more than 48” long by 40” wide and not less than 46” long by 36” wide.

**Inserts should be sent to:**
Quad/Graphics, Inc., Attn: Stacey Herman 555 S. 108th Street, West Allis, WI 53214 Include issue, date and quantity of inserts on cartons.

**Contact Chris Evans Gartley with any questions. Phone: 215-489-7004, Email: cevansgartley@americannursetoday.com**
## Editorial calendar

12 issues per year — 10 print and 2 digital. Original articles, continuing education, practice and professional peer-reviewed information for nurses practicing in many specialties...in many practice settings.

**ANA on the Frontline** is a special section of the journal in which readers have access to information about the latest American Nurses Association (ANA) initiatives and programs.

<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
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<th>Departments</th>
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<td>• Reducing sharps injuries related to diabetes</td>
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<td>• Wound Care</td>
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<td>• Hypothyroidism</td>
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<td>Space Reservations by February 6</td>
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<td>• Skin tears in the elderly</td>
<td>• Pharmacology management of type 2 diabetes update</td>
<td>• Nursing Excellence in Magnet®</td>
<td>• Why your networks matter</td>
<td>• ANA Annual Conference March 21-23 in Orlando, FL</td>
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<td>• High reliability organizations</td>
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<td>• Patient Safety</td>
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<td>• Nurses Week Celebration</td>
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<td>• NTI - May 22-24 in Boston, MA</td>
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<td>• Dumping syndrome</td>
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All issues include additional editorial in regular sections of the journal including **ANA On the Frontline, Practice Matters, Strictly Clinical, Career Sphere, Leading the Way, and Mind/Body/Spirit**. Editorial in every issue from Editor-in-Chief Lillee Gelinas, MSN, RN, FAAN.
## Editorial calendar

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<td>Exercise and type 2 diabetes</td>
<td>Chronic obstructive pulmonary disease</td>
<td>Patient Safety</td>
<td>Find your true north</td>
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<td>Correct collection of culture specimens</td>
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<td>Space Reservations by July 13</td>
<td>Patients with psychiatric conditions in the ED</td>
<td>Venous thromboembolism</td>
<td>Technology</td>
<td>Value of feedback</td>
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<td>Space Reservations by August 16</td>
<td>Dyspareunia</td>
<td>Medication safety: Anticoagulants</td>
<td>Nursing Excellence in Magnet®</td>
<td>Building resilience</td>
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<td>Symptom management in patients with breast cancer</td>
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<td>Career Watch Education</td>
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<td>Managing chest tubes</td>
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<td>Magnet® Conference Oct. 24-26 in Denver, CO</td>
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<td>Space Reservations by October 3</td>
<td>Medications in older adults</td>
<td>Reducing readmissions</td>
<td>2018 Nursing Salary Survey</td>
<td>The joy of journaling</td>
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<td><strong>December (DIGITAL)</strong></td>
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<td>Chest pain in women</td>
<td>Osteoarthritis</td>
<td>Critical Care</td>
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<td>Space Reservations by November 7</td>
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All issues include additional editorial in regular sections of the journal including *ANA On the Frontline, Practice Matters, Strictly Clinical, Career Sphere, Leading the Way,* and *Mind/Body/Spirit.* Editorial in every issue from Editor-in-Chief Lillee Gelinas, MSN, RN, FAAN.
Nursing Insider, ANA’s weekly e-newsletter, covers current news and health care issues plus ANA updates and events.

Demographics
Nursing Insider readers, made up of 160,000 ANA registered nurse members and customers:
- 90% of readers find the content very or somewhat useful.
- 63% of Nursing Insider readers read it every week or every other week.

A wide range of career progression:
- 11% early career
- 12% mid-career
- 73% more than 20 years

Nursing Insider is delivered to ANA members in various roles:
- 51% Clinical Nurse/Staff Nurse
- 8% Nurse Educator or Professor
- 11% Advanced Practice RN(NP, CNS, CNM, CRNA)
- 13% Nurse MGR/Nurse Executive (including Director/CNO)
- 7% Not currently working in nursing
- 10% Other nursing position

Editorial Overview
Nursing Insider is part of the American Nurses Association member communications program that includes American Nurse Today, OJIN: The Online Journal of Issues in Nursing, and Frontline (published within American Nurse Today). This weekly e-newsletter is deployed on Thursdays.

Advertising Opportunities
Two banner spaces are available. Please see rates and specifications or contact one of our Account Managers for availability.
OJIN: The Online Journal of Issues in Nursing, is a peer-reviewed online publication that provides a forum for discussion of the issues inherent to current topics of interest to nurses and other health care professionals. The intent of this journal is to present different views on issues that affect nursing research, education, and practice, thus enabling readers to understand the full complexity of a topic. The interactive format encourages a dynamic dialogue.

OJIN content is available via its open-access website. The OJIN e-newsletter, distributed three times per year, also accepts advertising.

**Readership**
- Unique visitors per month: 193,000
- Daily page views: 18,000
- Monthly page views: 500,000
- 73% of our readers are nurses employed in acute care hospitals
- 68% of our readers are staff nurses
- International readership: Nurses employed by thousands of healthcare organizations throughout the world, and includes researchers, educators and students in a variety of programs

**Overview and Editorial**
- OJIN is a part of the American Nurses Association family of journals
- OJIN publishes three topics annually: January, May and September
- OJIN Topics
  - January: Ethics
  - May: Translational Research
  - September: Social Determinants of Health
- Articles contributed by national and international experts are invited and unsolicited
- All submissions undergo a double-blind, peer-reviewed process by OJIN Editorial Review Board
- OJIN is indexed by CINAHL and Scopus

**Advertising Opportunities**
Advertising is available on the journal’s website on a monthly basis and in the OJIN e-newsletter distributed 3 times per year to promote each new topic. Prices quoted are “per month”. Please contact your sales manager with questions.

**Rates and Specs**

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<th>Leaderboard*</th>
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<td>*Leaderboard available in OJIN e-newsletter only</td>
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**Full Issue Sponsorship** $1875
Exclusive sponsor is only advertiser on the site and utilizes all banner spaces as described above. Please provide URL to link banner.
Learn more at: www.AmericanNurseToday.com


The website of American Nurse Today is an exciting internet destination for nurses. Content on 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** – blog from Dr. Leah Curtin and additional guest bloggers
- **Latest ANA news** – current issues facing nurses and program updates from ANA
- **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.
- **Surveys and polls** – our readers’ opinions matter—so we ask questions!

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:

- **Text ads** – Your headline and promotional/recruitment message along with your logo appear within content/articles (with the exception of CNE section).
- **Regional banners** – Please contact your account manager for regional availability and rates.
- **Interstitial “take over”** – Custom ad ideal for direct response messages and lead generation programs (limited availability).
- **Mobile banner** – Banners suited to smart phone and tablet versions of the website.
- **Closing information** – Banners are posted within 48 hours, and posted in 30-day increments.

AmericanNurseToday.com rates and specs:

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<th>Banner ad type</th>
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*400,000 unique visitors per month!*
Digital strategies and special programs

Nurse and health care professionals trust AmericanNurseToday.com’s original and peer reviewed clinical content. Developed by industry experts, our website contains guidance for clinical practice, career enhancement, education opportunities, as well as industry news updates and personal wellness. Nursing leadership trusts our reporting, commentary and industry insights — and base decisions and recommendations on our expert editorial. AmericanNurseToday.com’s editorial voice has resonated with our ANA audience, and has been rated the #1 paid member benefit. Our digital strategies work in synergy with our content and help to build brands. Custom and Sponsored Content services provide you with smart solutions for lead generation, awareness campaigns and educational initiatives. Aligning your brand with our programs brings credibility, as well as an extensive and captivated audience!

E-newsletter: NurseLine
Opt-in circulation grows every day! Our popular 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.

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<tr>
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<td>Leaderboard</td>
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Custom e-newsletters, e-blasts and social media
An exclusive e-newsletter opportunity to reach thousands of nurses with relevant messaging. Brand a custom newsletter with your organization name, logo, and marketing sponsorship. American Nurse Today provides content geared to your topic area and valued by the nursing community. Third party marketing opportunities are also available to qualified marketers. Please contact an Account Manager for pricing and additional information.

Sponsored content: e-books, infographics, quizzes, surveys
With a highly engaged audience, offering valuable information is an effective way to develop an audience around specific topics, issues and trends. Connect directly with professionals that are invested in your content, and learn more about what motivates them. Please contact an Account Manager for pricing.

Educational webinars
Live web-based educational conferences are the optimal way to connect with busy managers, decision makers and influential professionals who are interested in topics, but don’t have the time and resources to attend in-person events. Our editorial leaders help clients to present their health care topics with trust and authority that comes with our audience. In addition, our platform handles hosting, registration and live streaming of rich media content. Programs are promoted through our various channels, and hosted as an On Demand program for 12 months following the live presentation. Please contact an Account Manager for pricing.