



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

OJIN
The Official Journal of Nursing
Celebrating more than 20 years of online publishing excellence

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ANNA
American Nurses Association

Healthcare Reform: Nurses Impact
MEDIUM RECTANGLE

LEADERBOARD

Nursing Insider
Weekly Nursing News Update

Vol. 22 No. 26 July 11, 2017

1. What's at Stake for Nurses and Patients Without the Affordable Care Act

2. 2017 Health Resilience Association Annual Meeting and Conference

3. AUTO Wireless - Using Technology to Improve Care for Auto Accidents

4. ANA's White Paper on Nurse Staffing

5. Take The Nursing Trends and Salary Survey

1. What's at Stake for Nurses and Patients Without the Affordable Care Act

2017 Health Resilience Association Annual Meeting and Conference

Top Sponsor Banner

Bottom Sponsor Banner

American Nurse Today

Support families through pediatric organ donation

Save up to 20% on Professional Liability Insurance

Cord Caddy

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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.



Overview

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 articles 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® and Pathways® designated institutions. Written by experts, this is a comprehensive guide for practice improvement
- **National Nurses Week and the American Nurse Today All Pro Nursing Team Award:** In recognition of extraordinary nursing practice, *American Nurse Today* sponsors the All Pro Nursing Team 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.



Sales, production + editorial

Contact us

SALES AND PRODUCTION

PUBLISHER

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EDITORIAL

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EDITORIAL DIRECTOR

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Julie Cullen

COPY EDITOR

Jane Benner

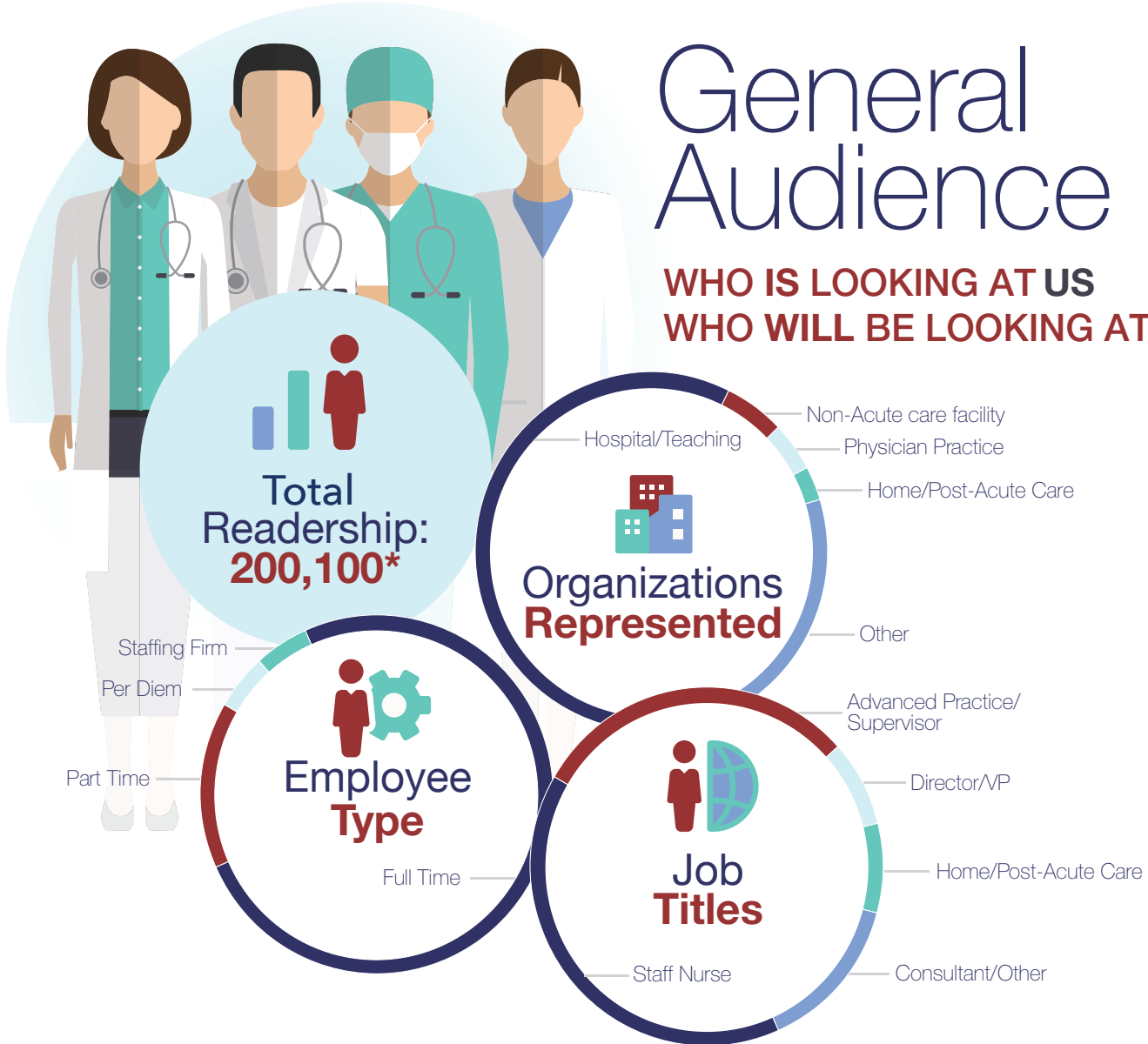
ANA PERIODICALS DEPARTMENT

Joan Hurwitz
Susa McCutcheon
Susan Trossman, RN

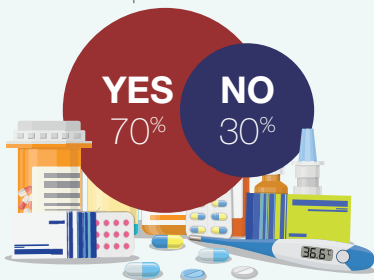
Profile + demographics

General Audience

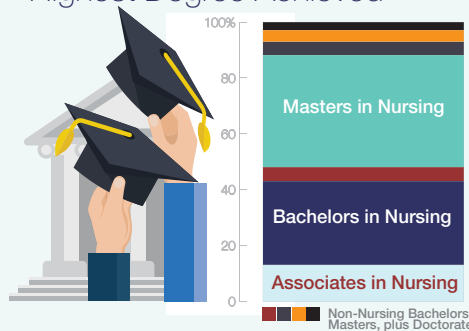
**WHO IS LOOKING AT US
WHO WILL BE LOOKING AT YOU...**



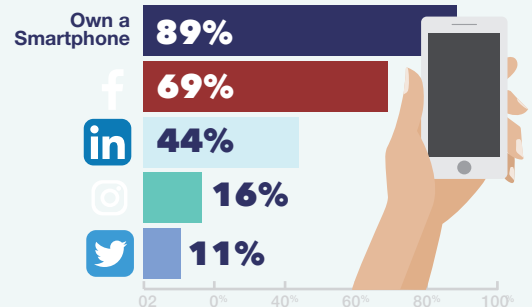
Do you talk to patients, family, or friends about **prescription medications** that have been prescribed for them?



Highest Degree Achieved



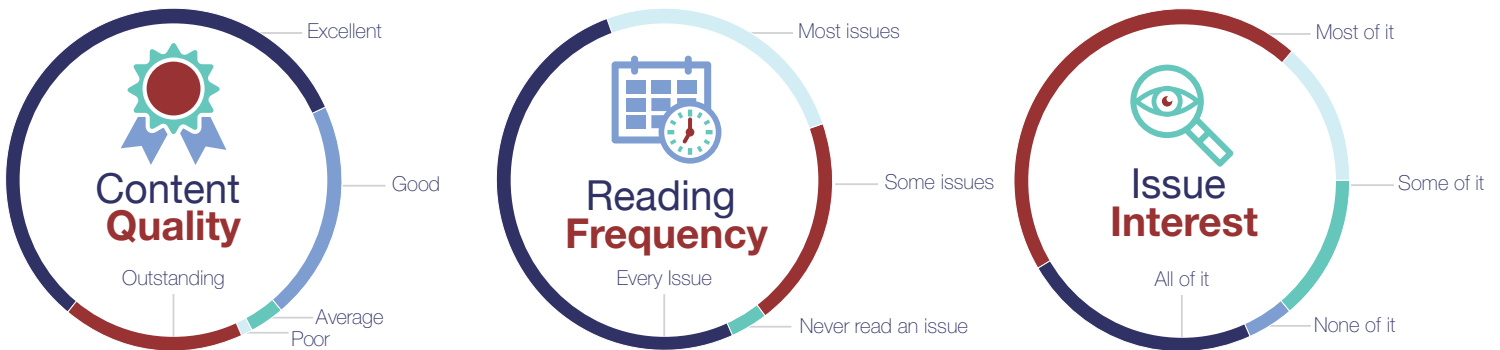
Our Readers **Digital Engagement**



Data collected from *American Nurse Today* readership surveys conducted in 2017/2018
*Includes readership of the journal on AmericanNurseToday.com

Profile + demographics

American Nurse Today readers rate our journal*



Top interests of our nurse readers*



*Data collected from *American Nurse Today* readership surveys conducted in 2017/2018

Journal print advertising



Net advertising rates effective January 1, 2019

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)

Page	1x	3x	6x	9x	12x	18x	24x
Full	12,943	12,615	12,298	11,986	11,690	11,336	10,993
2/3	9,448	9,209	8,978	8,750	8,534	8,275	8,025
Island	9,188	8,956	8,731	8,509	8,299	8,048	7,804
1/2	7,400	7,212	7,031	6,853	6,683	6,481	6,285
1/3	5,309	5,175	5,045	4,917	4,795	4,650	4,509
1/4	4,404	4,293	4,185	4,079	3,978	3,858	3,741
1/6	3,364	3,279	3,197	3,116	3,039	2,947	2,858

*30 day job posting for Recruitment included



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

Page	1x	3x	6x	9x	12x	18x	24x
Full	6,469	6,305	6,147	5,991	5,842	5,666	5,494
2/3	4,722	4,602	4,486	4,373	4,264	4,135	4,010
Island	4,597	4,480	4,368	4,257	4,152	4,026	3,904
1/2	3,702	3,609	3,518	3,429	3,344	3,243	3,145
1/3	2,657	2,590	2,525	2,461	2,400	2,327	2,257
1/4	2,202	2,146	2,092	2,039	1,989	1,928	1,870
1/6	1,685	1,642	1,601	1,560	1,522	1,476	1,431

*30 day job posting for Recruitment included

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 Managing Editor: jcullen@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 Production Department: cegartley@healthcommedia.com

Printing method and paper stock

Printing method: Web offset. Trim size: 8" x 10 7/8". 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 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

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.
 Packing Requirements and Shipping Instructions
 Materials being delivered must meet the following requirements.
- All materials must be accompanied by a detailed packing list and Bill of Lading ("BOL").
 - Each skid and/or carton should be clearly marked on all four sides with the following information:
 - Counts per lift/carton
 - Total counts per skid
 - Total number of pieces (forms) for roll stock and/or fanfold
 - Description of piece (key code, unique identifier)
 - Title and issue or a Quad/Graphics job number
 - All skids must be secured, wrapped and banded with plastic banding, not metal.
 - 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@healthcommedia.com


2019 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.

Subject to change – updated 11.06.2018



Month	Feature	Continuing Education	Special Sections	Departments	Bonus Distribution
January Space reservations by December 13, 2018	<ul style="list-style-type: none"> <i>Candida auris:</i> A global health threat 	<ul style="list-style-type: none"> Medication assisted treatment for opioid withdrawal management 	<ul style="list-style-type: none"> <i>Nursing Excellence in Magnet®</i> 	<ul style="list-style-type: none"> Pulmonary atelectasis 	
February Space reservations by January 10, 2019	<ul style="list-style-type: none"> Climate change and older adults 	<ul style="list-style-type: none"> Medication safety: Anticoagulants 	<ul style="list-style-type: none"> <i>Patient Safety</i> 	<ul style="list-style-type: none"> Generation Z nurses 	<ul style="list-style-type: none"> ANA Quality and Innovation Conference, April 24-26 in Orlando
March Space reservations by January 31	<ul style="list-style-type: none"> Pulmonary embolism 	<ul style="list-style-type: none"> A primer for implementing evidence-based practice 	<ul style="list-style-type: none"> <i>Informatics</i> 	<ul style="list-style-type: none"> Tube feeding aspiration 	<ul style="list-style-type: none"> ANA Quality and Innovation Conference, April 24-26 in Orlando
April Space reservations by March 14	<ul style="list-style-type: none"> Spontaneous coronary artery dissection 	<ul style="list-style-type: none"> Care of patients with chest tubes 	<ul style="list-style-type: none"> <i>Career Watch</i> <i>AllPro Nursing Teams</i> 	<ul style="list-style-type: none"> Promoting professional accountability 	<ul style="list-style-type: none"> NTI Conference, May 19-23 in Orlando
May Space reservations by April 11	<ul style="list-style-type: none"> Moderate sedation 	<ul style="list-style-type: none"> Osteoarthritis 	<ul style="list-style-type: none"> <i>Nursing Excellence in Magnet®</i> 	<ul style="list-style-type: none"> Exacerbation of chronic obstructive pulmonary disease 	<ul style="list-style-type: none"> NTI Conference, May 19-23 in Orlando
June Space reservations by May 9	<ul style="list-style-type: none"> Preventing medical device pressure injuries in pediatric patients 	<ul style="list-style-type: none"> Preventing central line-associated bloodstream infection 	<ul style="list-style-type: none"> <i>Nurse Coaching</i> 	<ul style="list-style-type: none"> Practical ethics 	
 2019-20 Annual Education Guide Space reservations by June 7			<ul style="list-style-type: none"> Education Directory 		<ul style="list-style-type: none"> Print copies distributed at: Magnet Conference 2019 ANA Quality and Innovation 2020 NTI Conference 2020

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 **Healthy Nurse**. Editorial in every issue from Editor-in-Chief Lillie Gelinis, MSN, RN, FAAN

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Subject to change – updated 11.06.2018



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July Space reservations by June 6	<ul style="list-style-type: none"> Artificial pancreas 	<ul style="list-style-type: none"> Helping patients with epilepsy 		<ul style="list-style-type: none"> Disruptive innovation 	
August (DIGITAL) Space reservations by July 25	<ul style="list-style-type: none"> Polycystic ovary syndrome 	<ul style="list-style-type: none"> Myocardial infarction 		<ul style="list-style-type: none"> Value of professional associations 	
September Space reservations by August 15	<ul style="list-style-type: none"> Cholesterol and heart health: What are the facts? 	<ul style="list-style-type: none"> Helping patients with depression 	<ul style="list-style-type: none"> <i>Nursing Excellence in Magnet®</i> 	<ul style="list-style-type: none"> Using power wisely 	<ul style="list-style-type: none"> Magnet Conference, October 10-12 in Orlando
October Space reservations by September 12	<ul style="list-style-type: none"> Management of total joint patients 	<ul style="list-style-type: none"> Chronic obstructive pulmonary disease 	<ul style="list-style-type: none"> <i>Education</i> 	<ul style="list-style-type: none"> Empowering night shift employees 	
November Space reservations by October 10	<ul style="list-style-type: none"> Strangulation as a form of intimate partner violence 	<ul style="list-style-type: none"> Pneumonia 	<ul style="list-style-type: none"> <i>2019 Nursing Salary Survey</i> 	<ul style="list-style-type: none"> Perils of perfectionism 	
December (DIGITAL) Space reservations by November 21	<ul style="list-style-type: none"> Carotid stenosis and stroke 	<ul style="list-style-type: none"> Workplace violence in home care 		<ul style="list-style-type: none"> Nurse caregivers 	

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Nursing Insider



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 174,000 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.
- **15.8%** average open rate

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.

Rates and Specifications	
Top Sponsor Banner	\$575
Bottom Sponsor Banner	\$450
Size: UAB standard tile at 300 x 250 px. We also accept smaller sizes of 200 x 200 px and 120 x 120 px. Please provide URL to link banner.	



OJIN: The Online Journal of Issues in Nursing



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

- **Circulation:** Each topic of the journal is deployed via *OJIN* e-newsletter (with active links to online journal) to over 173,000 nurses – 18.7% open rate
- **Unique visitors to journal website per month:** 193,000
- **Daily website page views:** 18,000
- **Monthly website 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 health care organizations throughout the world, and includes researchers, educators and students in a variety of programs

Overview and Editorial

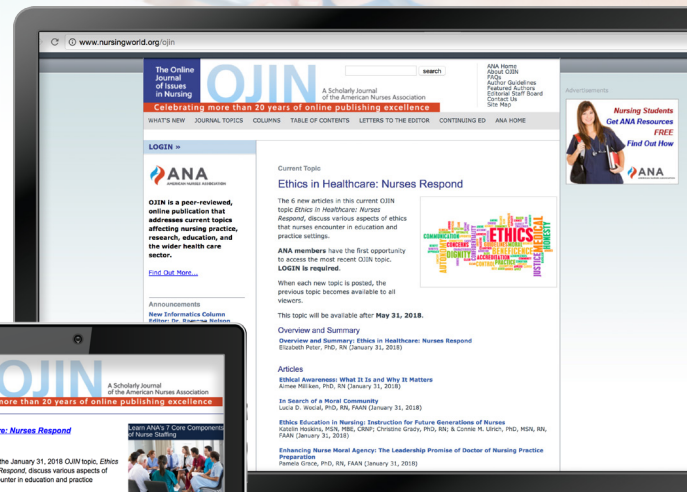
- *OJIN* is a part of the American Nurses Association family of journals
- *OJIN* publishes three topics annually: Jan., May and Sept.
- *OJIN* Topics for 2019
 - January: Sexual Harassment in Healthcare
 - May: Nursing in Uncertain Times
 - September: Uniformed services and nursing
- Articles contributed by national and international experts are invited and unsolicited
- *OJIN* manuscript submissions that meet author guidelines are peer-reviewed by at least three reviewers
- *OJIN* is indexed by CINAHL and Scopus

Advertising Opportunities

Advertisers receive 4 months promotion through:

- 1 banner in *OJIN* e-newsletter when topic is published
- 4 months placement of banner on *OJIN* website (home page only – no banners appear on internal pages of website)

Example: Advertisers in the May publication will receive a 200 x 200 banner in the newsletter sent after May 31, 2019. Advertisers also receive a 200 x 200 banner on *OJIN* website (<http://ojin.nursingworld.org/>) for the months of May, June, July, and August.



OJIN website (above) and e-newsletter formats (left)

Rates and Specs

EXCLUSIVE Sponsorship \$2,500
Sponsorship includes both banner positions for *OJIN* e-newsletter and *OJIN* website.
Size (2): 200 x 200 banners. Please provide URL to link banners.

Medium Rectangle — Position 1 \$2,000
Top banner in 1 *OJIN* e-newsletter and top banner position on *OJIN* website for 4 months.
Size: 200 x 200. Please provide URL to link banner.

Medium Rectangle — Position 2 \$1,500
Second banner in one *OJIN* e-newsletter and second banner position on *OJIN* website for 4 months.
Size: 200 x 200. Please provide URL to link banner.



Online + digital media

AmericanNurseToday.com — *Clinical. Peer-reviewed. Trusted.*

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.

**400,000
unique
visitors
per
month!**

Rates and Specs:

Banner ad type	Banner ad size	GPM*
Interstitial “takeover”	640 x 480 px	\$75.00
Mobile Interstitial	300 x 250 px	\$75.00
Leaderboard	970 x 90 px	\$50.00
Mobile Leaderboard	320 x 50 px	\$50.00
Half-page	300 x 600 px	\$50.00
Medium Rectangle	300 x 250 px	\$40.00
Medium Rectangle Mobile	320 x 50 px	\$40.00
Text Ad	600 x 120 px Logo size maximum of 100 x 100 pixels	\$40.00

* Impressions per run





Online + digital media

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.

Banner ad type	Banner ad size	Issue Rate
Medium Rectangle	300 x 250 px	\$1,350
Leaderboard	728 x 90 px	\$1,450

Custom digital and social media

We partner with organizations to provide an opportunity to reach thousands of nurses with relevant content through innovative and creative digital media initiatives. By leveraging our award winning, peer-reviewed editorial and commentary, *American Nurse Today* can co-brand with your organization to promote your topic, and add value and authority to your messaging.

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.*

