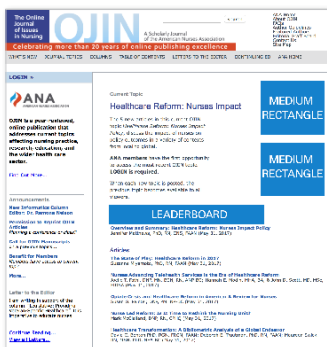


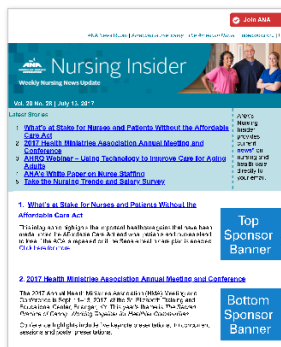
UPDATED 12.13.18

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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 • Phone 215-489-7000 • Fax 215-230-6931  
[www.healthcommedia.com](http://www.healthcommedia.com) | [info@healthcommedia.com](mailto:info@healthcommedia.com)

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 . . . . .	<b>5%</b>
Solicited . . . . .	<b>35%</b>
Submitted . . . . .	<b>60%</b>

*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**

**Gregory P. Osborne**  
215-489-7001

#### **EVP, PUBLISHING & SALES**

**Melissa Warner**  
215-489-7000  
[mwarner@healthcommedia.com](mailto:mwarner@healthcommedia.com)

#### **DIRECTOR OF PARTNERSHIPS**

**Tyra London**  
215-435-1260  
[tlondon@healthcommedia.com](mailto:tlondon@healthcommedia.com)

#### **MARKETING & PROJECT MANAGEMENT**

**John McInerney**  
215-489-7000  
[jmcinerney@healthcommedia.com](mailto:jmcinerney@healthcommedia.com)

#### **ACCOUNT DIRECTORS**

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[jtravaline@healthcommedia.com](mailto:jtravaline@healthcommedia.com)

#### **Cara Sosnoski**

215-489-7003  
[csosnoski@healthcommedia.com](mailto:csosnoski@healthcommedia.com)

#### **PRODUCTION DIRECTOR**

**Chris Evans Gartley**  
215-489-7004  
[cevansgartley@healthcommedia.com](mailto:cevansgartley@healthcommedia.com)

#### **SALES SUPPORT SPECIALIST**

**Meredith Haywood**  
215-489-7000 ext.100  
[mhaywood@healthcommedia.com](mailto:mhaywood@healthcommedia.com)

#### **ART DIRECTOR**

**David Beverage**

#### **AUDIENCE DEVELOPMENT**

**Don Ross**

#### **AUDIENCE ENGAGEMENT MANAGER**

**Michelle Welliver**

#### **DIGITAL PROJECT ASSISTANT**

**Abigail L. Snyder**

### EDITORIAL

#### **EDITOR-IN-CHIEF**

**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**

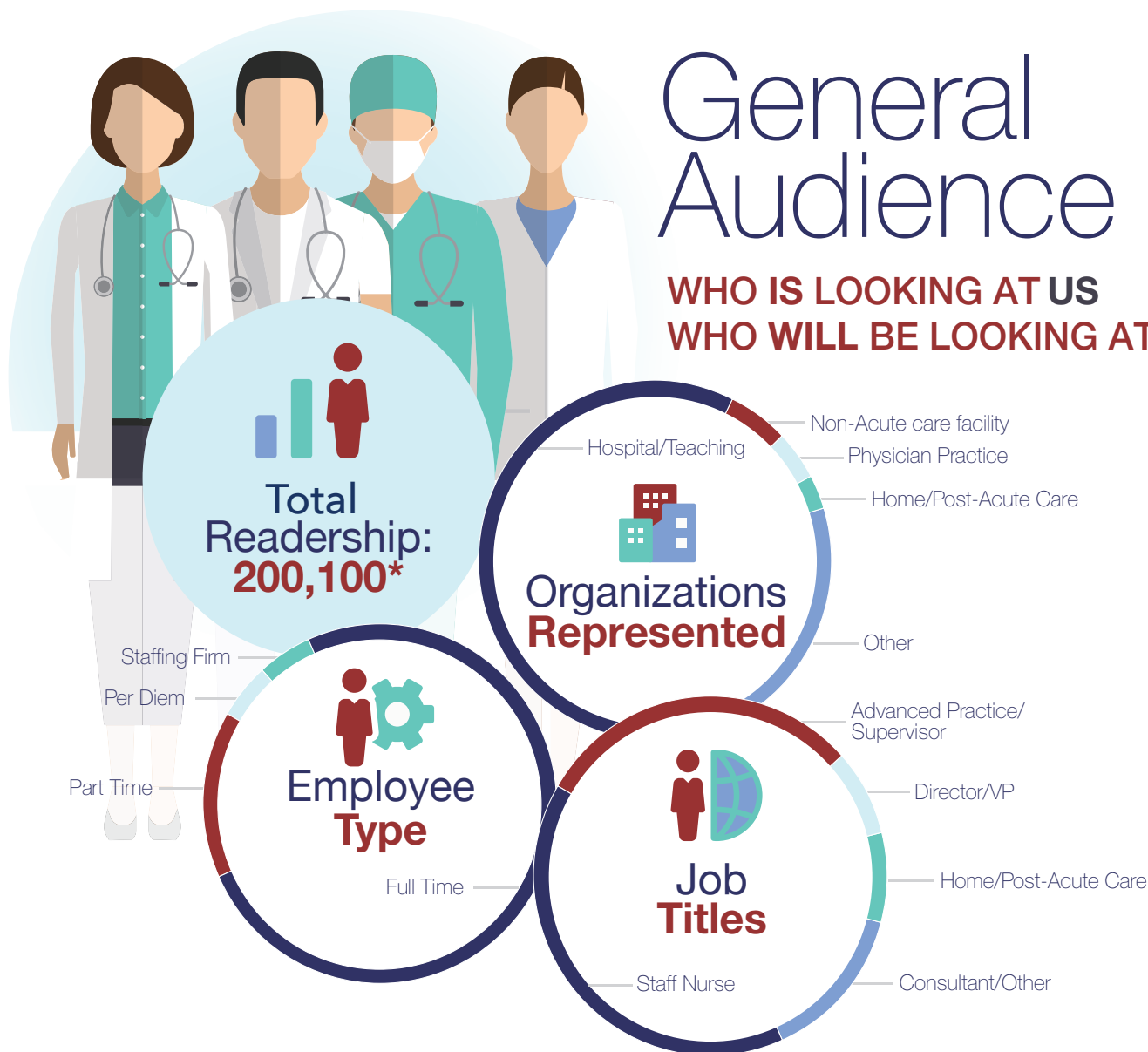
#### **ANA PERIODICALS DEPARTMENT**

**Joan Hurwitz**  
**Susa McCutcheon**  
**Susan Trossman, RN**

# Profile + demographics

## General Audience

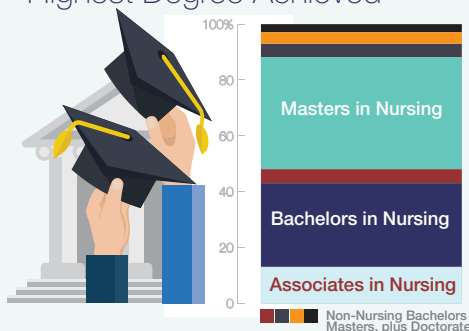
**WHO IS LOOKING AT US**  
**WHO WILL BE LOOKING AT YOU...**



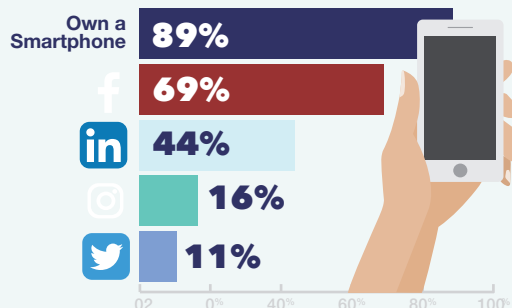
Do you talk to patients, family, or friends about **prescription medications** that have been prescribed for them?



### Highest Degree Achieved



### Our Readers Digital Engagement

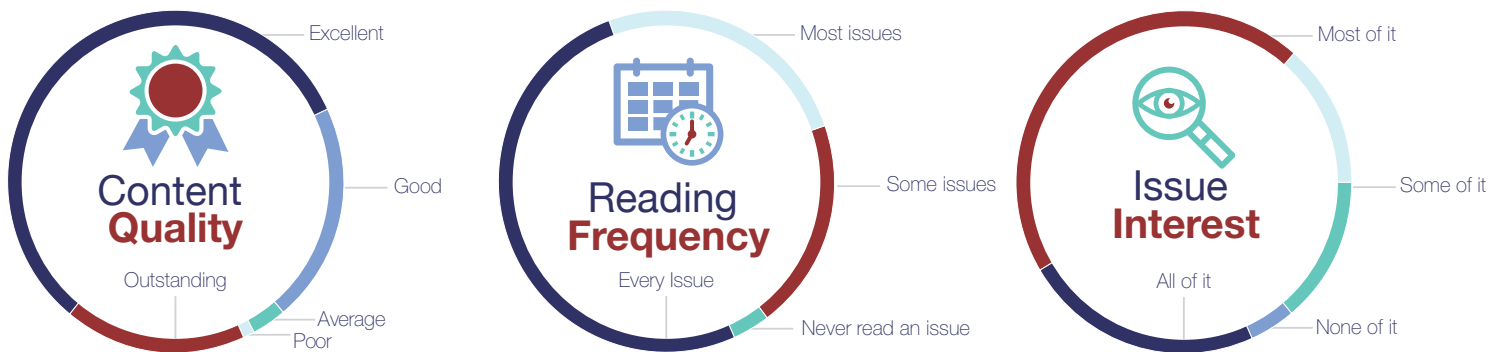


Data collected from *American Nurse Today* readership surveys conducted in 2017/2018

\*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
<b>Full</b>	12,943	12,615	12,298	11,986	11,690	11,336	10,993
<b>2/3</b>	9,448	9,209	8,978	8,750	8,534	8,275	8,025
<b>Island</b>	9,188	8,956	8,731	8,509	8,299	8,048	7,804
<b>1/2</b>	7,400	7,212	7,031	6,853	6,683	6,481	6,285
<b>1/3</b>	5,309	5,175	5,045	4,917	4,795	4,650	4,509
<b>1/4</b>	4,404	4,293	4,185	4,079	3,978	3,858	3,741
<b>1/6</b>	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
<b>Full</b>	6,469	6,305	6,147	5,991	5,842	5,666	5,494
<b>2/3</b>	4,722	4,602	4,486	4,373	4,264	4,135	4,010
<b>Island</b>	4,597	4,480	4,368	4,257	4,152	4,026	3,904
<b>1/2</b>	3,702	3,609	3,518	3,429	3,344	3,243	3,145
<b>1/3</b>	2,657	2,590	2,525	2,461	2,400	2,327	2,257
<b>1/4</b>	2,202	2,146	2,092	2,039	1,989	1,928	1,870
<b>1/6</b>	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](mailto: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](mailto: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](mailto:cevansgartley@healthcommedia.com)**

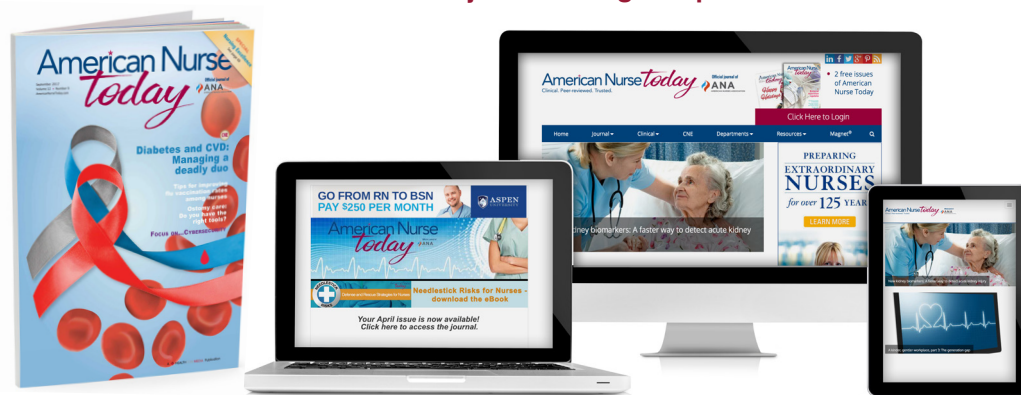


# 2019 Editorial calendar

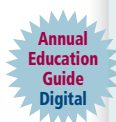
12 issues per year — 10 print and 2 digital. Original articles, continuing education, practice and professional peer-reviewed information for nurses practicing in many specialties...in many practice settings.

**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 11.13.2018



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



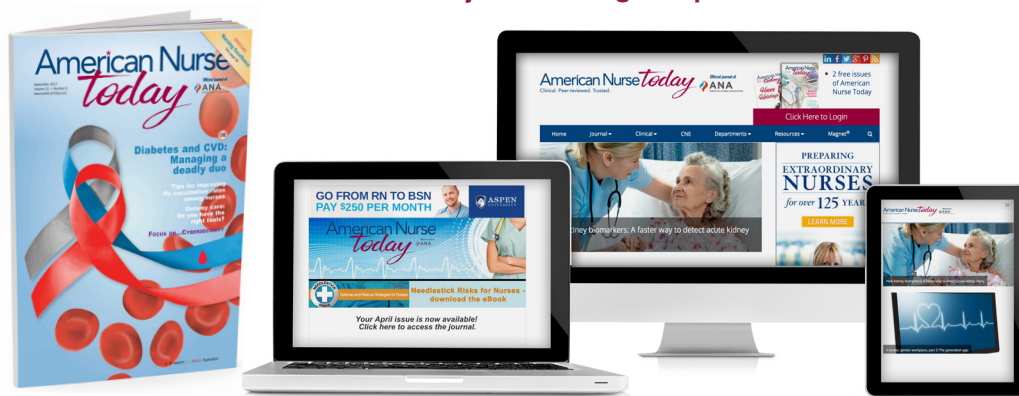
All issues include additional editorial in regular sections of the journal including **ANA On the Frontline**, **Practice Matters**, **Strictly Clinical**, **Career Sphere**, **Leading the Way**, and **Healthy Nurse**. Editorial in every issue from Editor-in-Chief Lillee Gelinas, MSN, RN, FAAN

# 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 11.13.2018



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

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 Gelinas, MSN, RN, FAAN



# 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:

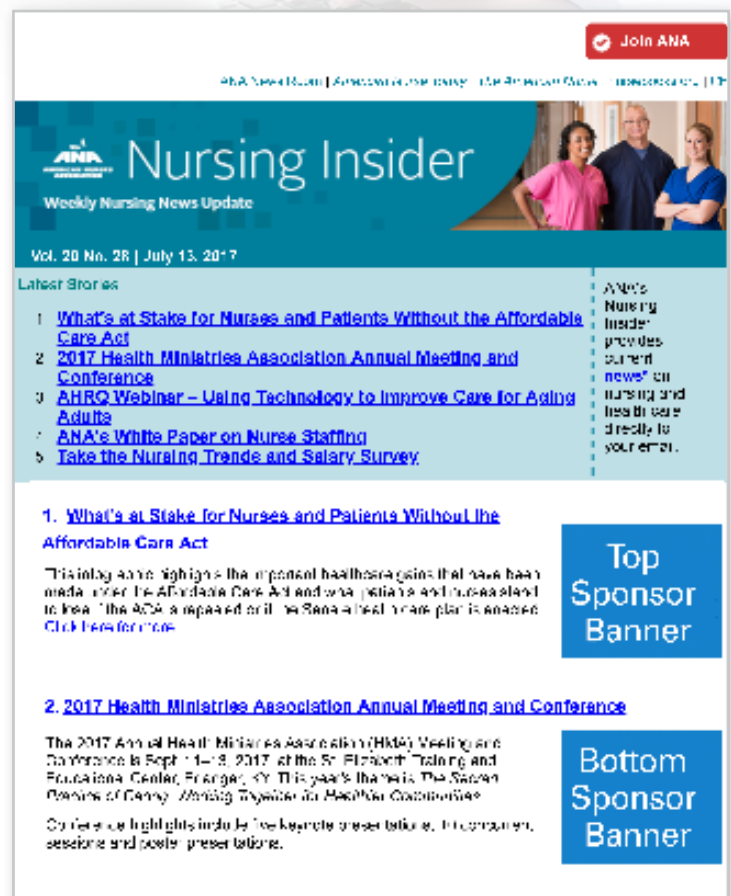
- **51%** Clinical Nurse/Staff Nurse
- **8%** Nurse Educator or Professor
- **11%** Advanced Practice RN(NP, CNS, CNM, CRNA)
- **13%** Nurse MGR/Nurse Executive (including Director/CNO)
- **7%** Not currently working in nursing
- **10%** Other nursing position

## 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 June, July, August and September.

**Deadlines:** January 2019 (1/8), May 2019 (5/8), Sept. 2019 (9/9).



*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!

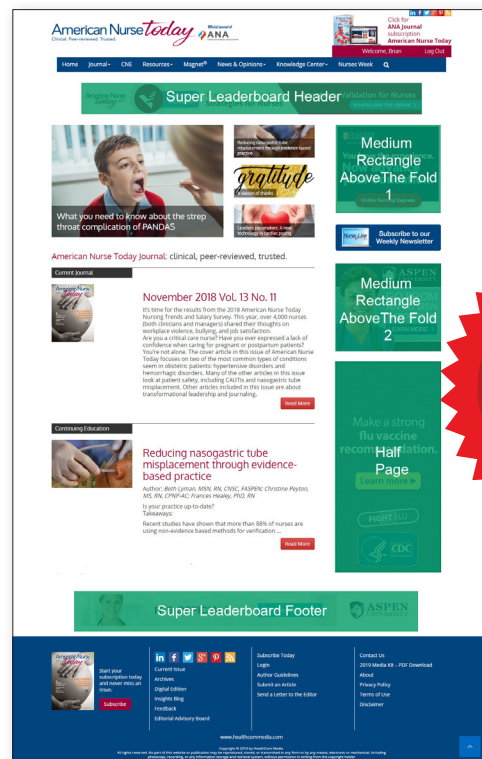
Advertisements appear on all web pages within the site – with the exclusion of the Continuing Education section (ANCC requirement) – maximizing exposure of your promotional message:

- **Interstitial “take over”** – Custom ad ideal for direct response messages and lead generation programs (limited availability).
- **Banner Ad Units** – High performing display ad units that populate all articles and posts on site.
- **Mobile banner** – Banners suited to smart phone and tablet versions of the website.
- **Text ads** – Your headline and promotional/recruitment message along with your logo appear within content/articles (with the exception of CNE section).

## Rates and Specs:

Banner Ad Unit	File Specs	CPM*
Interstitial	640 x 480 px	\$90.00
Leaderboard: Super, Standard (Mobile: 320 x 50 px)	970 x 90 px or 728 x 90 px	\$75.00
Half-page	300 x 600 px	\$40.00
Medium Rectangle	300 x 250 px	\$40.00
Text Ads (in-content display)	600 x 120 px	\$40.00

\* Impressions per run



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



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

# Online + digital media



## Digital Resources

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.

American Nurse Today provides our partners unique opportunities to connect with our audience beyond the journal pages. As part of our Digital Resource series, we offer several options for strategic online assets. These offerings consist of audience-specific content available for download, and accessible in browsers and devices (such as tablets, smartphones and e-readers). These digital assets are convenient and tech-focused, making them effective tools for building brand awareness and promoting thought leadership.

Our Digital Resources can position your organization as an authority on a topic, as well as present a product or service as a viable industry solution.

All Digital Resources are available on our journal website, and include our Digital Push Campaign — online activities that collectively build awareness and engagement throughout our readership. These initiatives include:

- **NurseLine:** e-mail marketing through our e-newsletter banner ads
- **Customized e-blasts:** Dedicated e-communications with branding and content
- **Info Hub:** Ongoing engagement through inclusion in our content e-bulletin
- **Social Media:** Recurring campaigns, including posts on official accounts for Facebook, Twitter and LinkedIn.
- **Dedicated Landing Page:** All promotions will direct audiences to a sole URL that is branded to a partner's business, product or campaign. The customized URL can include terms specific to a program or identity, and can be incorporated into a partners own marketing and communications initiatives.

These high-impact programs develop interest and engagement from our audience, and can provide lead nurturing opportunities for our partners. Healthcom Media (HCM) can contribute to the design, content development and production, or can assist in the repurposing of published assets from our partners.



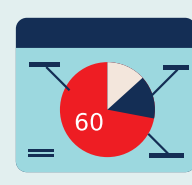
**eBooks**



**White Papers**



**Patient Handouts**



**Infographics**



**Podcasts**



**Live Webinars**



**OnDemand Webinars**



**Special Reports**

# Online + digital media



## Digital Resources

**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.**

### eBooks

An eBook is a publication featuring copy and images and consists of academic, marketing or sales related content. eBooks can be designed with an organization's brand standards, or as an unbiased editorial or research formatted document.



abstract idea easier to understand, and ideal for marketing and instructional communications.

### Patient Handouts

A Patient Handout, also referred to as Patient Education, is a downloadable and printable document intended for healthcare professionals (nurses, nurse practitioners, physician assistants or physicians) to provide information to patients about their own health status and needs. Patient Handouts aim to enable patients to improve their own health by changing their health-related behaviors. These sponsored assets serve as a brand-building and awareness opportunity for supporting organizations.



scheduled and marketed a minimum of 6 weeks in advance, and feature online registrations and reminder e-mails. The Live Webinar format offers text-based messages for submitting questions to speakers at any point during the presentation. Applications for web conferencing include topic discussions, training events, lectures, or sales related presentations.

### White Papers

A White Paper, also referred to as a Case Study, is an authoritative report or guide that informs readers about complex topics or relevant industry issues. White Papers present the authoring organization's philosophy on the matter, and are meant to help readers understand an issue, solve a problem, or make a decision. In business, a White Paper is the perfect asset to persuade an audience and promote a product or viewpoint. White Papers differ from eBooks in that they tend to be less visual and more academic in their presentation.



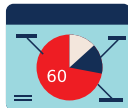
### Podcasts

A Podcast, also referred to as a "Netcast" (as a product neutral term), is a digital audio file that is available for listening, downloading and storage on various devices. Podcasts are often presented in topic-oriented episodes, and produced as a series that can be syndicated to a user's desktop, mobile application, or portable media player.



### Infographics

An Infographic, also referred to as Information Graphics, is a visual representation of data or knowledge intended to clearly present information at a glance. Developed specifically for Health Care Professionals, Infographics can be the best format to illustrate statistics, patterns, trends and comparisons. Since they make minimal use of text, infographics can be a powerful tool for simplifying concepts, mapping relationships, and providing essential insights. The use of compelling images can make an



### Live Webinars

A Live Webinar, also referred to as web seminars or webcasts, is a collaborative online conference that is formatted and broadcast as a peer-level web meeting. Live Webinars consist of real-time multicast from a presenter, or panel of presenters, to a geographically diverse audience. Live Webinars are



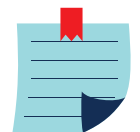
### OnDemand Webinars

An OnDemand Webinar is a scaled down version of the Live Webinars, in that they are entirely pre-recorded and accessible from our website at any time. The OnDemand Webinars take on all the appearances and benefits of the Live version, but do not occur in real time on a scheduled date. Question and answer session do not occur, but can be simulated as part of the recorded presentation.



### Special Reports

A Special Report, also referred to as an Editorial Supplement, are sponsored, fully independent publications that are published for distribution with one of our journals, but also can serve as stand alone thought leadership piece. Editorial direction, content development and design is provided by Healthcom Media, and provides content for supporters in both print and digital for distribution.



***Please contact an Account Manager for pricing and additional information.***