

AMERICAN NURSE

The official journal of the  OFFICIAL JOURNAL
AMERICAN NURSES ASSOCIATION

2020 MEDIA KIT

MyAmericanNurse.com



ACCESS ENGAGEMENT OUTCOMES



Celebrating the Year of the Nurse and Midwife

The World Health Organization (WHO) and International Council of Nurses has launched a global campaign to recognize the mission and accomplishments of professionals that account for more than 50 percent of the worldwide health workforce. *American Nurse* will be offering special initiatives throughout 2020 which highlight the roles nurses play in healthcare.

Healthcare Intelligence & Best Practices



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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: About HCM

Introduction

HCM – HealthCom Media is a leading information, marketing services 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.

Our Story

HCM began as a specialty clinical publisher focused on partnerships with healthcare societies and has evolved into a robust media partner, which offers solutions across multiple channels and healthcare audience sectors. One of HCM's missions is to keep nurses informed so that they can provide the best evidence-based care for the patients they serve. As we continue to evolve, we enhance our readers' experiences by offering best practices to advance healthcare intelligence for the benefit of our partners' goals and objectives.

Our Profile

- Offering healthcare communications and best practices for over 21 years
- Official media partner of the American Nurses Association
- Reaches nearly 4 million nurses annually
- Full suite of communication tools and strategies including market research, marketing services, and custom content
- A broad network of more than 200 thought leaders in healthcare who are actively contributing to our content platforms

A New Look To Lead The Way In 2020

True, American Nurse Today has been a highly recognized, august brand for well over a decade, and its information, timeless. However, times do change and 2020, paired with the Year of the Nurse, is a natural time for our own evolution. Enter American Nurse, official journal of the American Nurses Association. We continue our dedication to timely, clinical, actionable content, though our pages will present that content in a more aesthetically balanced format, with greater synergy to mobile/digital access and the also-revamped myamericannurse.com.

Join *American Nurse* on the new adventure for 2020 and beyond.

AMERICAN
NURSE



Overview: About American Nurse

Introduction

American Nurse 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* 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 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 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
- **Healthy Nurse:** Taking care of the caregiver with tips on wellness and mindfulness.

Thought Leadership

Throughout the year, *American Nurse* 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 which 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 focus in Spring and the American Nurse All Pro Nursing Team Award:** In recognition of extraordinary nursing practice, *American Nurse* sponsors the All Pro Nursing Team Award to coincide with National Nurses Week in May.
-

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/members of the Editorial Advisory Board.



Sales, Production and Editorial



Contact us

SALES AND PRODUCTION

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COPY EDITOR

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ANA PERIODICALS DEPARTMENT

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Susa McCutcheon
Susan Trossman, RN



Content and Topics

2020 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 different specialties and practice settings. *ANA on the Frontline* is a special section of the journal where readers have access to information about the latest ANA initiatives and programs.

Month	Feature	Continuing Education	Special Sections	Departments	Bonus Distribution
January Space reservations by December 5, 2019	• Parenteral anticoagulants	• Neonatal abstinence	• <i>Nursing Excellence in Magnet®</i>	• Acute pulmonary edema	• HIMSS Conference, March 9-13 in Orlando
February Space reservations by January 9, 2020	• Paternal postpartum depression	• Hospital-acquired pneumonia		• How to run effective meetings	• HIMSS Conference, March 9-13 in Orlando
March Space reservations by February 6	• Reducing unnecessary use of psychotropic medications in long-term care	• Chronic kidney disease		• Team resilience	• NTI Conference, May 3-7 in Indianapolis
April Space reservations by March 12	• Neuroaxial anesthesia	• Myocardial infarction complications	• <i>AllPro Nursing Teams</i> • <i>Infection Prevention</i>	• Building professional relationships	• NTI Conference, May 3-7 in Indianapolis • IHI Patient Safety Congress, May 13-15 in Orlando • ANCC Pathways Conference, May 13-15 in West Palm Beach
May Space reservations by April 9	• Children with post-traumatic stress disorder	• Home care safety	• <i>Nursing Excellence in Magnet®</i> • <i>Safety</i>	• Dialing back workplace drama	• IHI Patient Safety Congress, May 13-15 in Orlando • ANCC Pathways Conference, May 13-15 in West Palm Beach
June Space reservations by May 7	• Managing infusions in the home	• Initial stroke treatment		• Night shift nutrition	
2020-21 Annual Education Guide Space reservations by June 11			• Education Directory		
July Space reservations by June 11	• Evidence-based practice in long-term care	• Managing end-of-life symptoms		• Mindfulness for medication safety	• AANA Annual Congress, August 14-18 in San Diego
August (DIGITAL) Space reservations by July 23	• Glioblastoma	• Asthma education		• Nurse turnover	
September Space reservations by August 13	• Obstructive sleep apnea	• Immunotherapy for nononcology nurses	• <i>Nursing Excellence in Magnet®</i> • <i>Technology in Healthcare</i>	• Expanding your decision options	• Magnet Conference, October 7-9 in Atlanta • NPWH Premier Women's Healthcare Conference, October 14-17 in Anaheim
October Space reservations by September 10	• Right-sided heart failure	• Management of pain in patients with a substance use disorder		• Thyroid storm	
November Space reservations by October 8	• Competencies in caring for veterans	• Bipolar disorder	• <i>2020 Nursing Salary Survey</i>	• Tumor lysis syndrome	
December (DIGITAL) Space reservations by November 12	• Animal-assisted therapy	• Addressing pain disparities		• Scheduling	

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

Content and Topics

Yearly summary for clinical topics

- Medications
- Women's Health
- Cardiopulmonary
- Maternity
- Postpartum
- Mental Health
- Depression
- Infection Prevention
- Long-Term Care
- Kidney Disease
- Neurology
- Anesthesia
- Pediatrics
- PTSD
- Home Care
- Nutrition
- Evidence-Based Practice
- Palliative and Hospice Care
- Mind-Body-Spirit
- Asthma
- Wellness
- Self-Care
- Oncology
- Pain Management
- Addiction
- Endocrinology
- Personality Disorders
- Anxiety
- Critical Care
- Wound care

Yearly summary for workplace management

- Nursing Education
- Nursing Leadership
- Life at Work
- Nursing Teams
- Patient Safety
- Nursing Career
- Nursing Specialties
- Salary
- Staffing

Top interests of our nurse readers



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 Digital Content Editor: lkim@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

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 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: cevangartley@healthcommedia.com

Journal Print Advertising



Effective January 1, 2020
Net advertising rates

Includes a
job post for
30 Days

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 Tip	\$25,000
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	13,470	13,120	12,790	12,470	12,160	11,790	11,440
2/3	9,830	9,580	9,340	9,100	8,880	8,610	8,350
Island	9,560	9,320	9,080	8,850	8,640	8,370	8,120
1/2	7,700	7,510	7,320	7,130	6,960	6,750	6,540
1/3	5,530	5,390	5,250	5,120	4,990	4,840	4,690
1/4	4,590	4,470	4,360	4,250	4,140	4,020	3,900
1/6	3,500	3,420	3,330	3,250	3,170	3,070	2,980

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

Page	1x	3x	6x	9x	12x	18x	24x
Full	6,730	6,560	6,400	6,240	6,080	5,900	5,720
2/3	4,920	4,790	4,670	4,550	4,440	4,310	4,180
Island	4,790	4,660	4,550	4,430	4,320	4,190	4,070
1/2	3,860	3,760	3,660	3,570	3,480	3,380	3,280
1/3	2,770	2,700	2,630	2,560	2,500	2,430	2,350
1/4	2,290	2,240	2,180	2,130	2,070	2,010	1,950
1/6	1,760	1,710	1,670	1,630	1,590	1,540	1,490

Online and Digital Media



Overview

Digital Infrastructure

HCM is equipped to facilitate data-driven marketing services and solutions for clients while serving the interest of audiences across all platforms.

American Nurse and MyAmericanNurse.com is supported by a state-of-the-art marketing automation infrastructure which offers its clients more efficient targeting of nurses and nurse leaders, their interests, and roles, all of which allows for smarter segmentation and behavioral techniques driven by marketing science.

Content marketing programs and sponsorships will now include the following targeting capabilities:

- Predictive analytics
- Advanced segmentation
- Behavioral analysis
- Content taxonomy
- IP mapping and audience segmentation
- Construction of personas

Use these attributes for targeted content delivery and behavioral analysis. HCM will use display ads, email, social media, website, and other channels to disseminate targeted messaging to the right audience.

Fully Integrated Programs

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, *American Nurse*, can offer a spotlight to your organization and promote your topic, and add value and authority to your digital messaging.

Audience

- 175,000+ readers of *American Nurse* in print, all members of American Nurses Association (ANA), exclusively
- 4,000,000 + visitors every year to MyAmericanNurse.com
- 430,000+ nurses who have opted into *American Nurse* communications via email
- All of these professionals require meaningful content to advance their practices and improve outcomes.

Online and Digital Media



MyAmericanNurse.com — Clinical. Peer-reviewed. Trusted.

Our content includes:

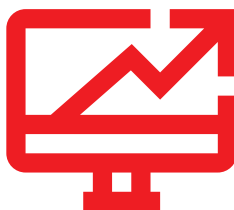
- Clinical, practical, useful nursing articles with commentary and thought leadership from nursing leaders and industry.
- Leadership – our leaders share best practices and deliver content that guides future leaders.
- News on drugs and devices – editorial specific to the latest drug therapy options and best practices.
- Continuing education – multi-platform delivery of continuing education credits; the lifeblood to nursing career advancement.
- Latest ANA news — current issues facing nurses and program updates from ANA.
- Health news from around the nation – premier source for health information and health news from around the world.
- Careers – general career opportunities, tips and job-hunting information.
- Focused thought leadership through our Advisor Series Resource Center. We take the expertise of leaders in all areas of nursing and drive topic-specific awareness.
- The Whole Nurse – we bring useful information on mental health, wellness, financial health and a productive nursing career.
- Native Advertising — creative ads in the user's content experience and usually take the form of the content on the page. HCM employs, four types of native ad units: Story Ad, Video Ad, Product Ad, and App Install Ad.



Pages in the official journal promote the following:



Video: Clinical best practices, research, debates, and panel discussions, all take on a greater life in video format. These 5-7 minute videos are made for sharing and bring faces to the clinical issues



ASRC: Site-based resource center; a deep content repository serving as the nexus of content channels and tactics. Uses SEO and marketing tactics to own the issues associated with various brands and draws on the 500,000+ monthly traffic



Podcast: An audio series featuring clinicians can take an informative and entertaining message to nurses across all levels - gain loyalty and enjoy viral benefits

Online and Digital Media



MyAmericanNurse.com and Nurseline

Our advertising includes:

- Appearance on all web pages within the site – (with the exclusion of the Continuing Education) maximizing exposure to 500,000 nurses per month.
- HCM offers IAB-recommended ad units including:
 - 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.
 - Native Advertising – HCM offers Native ad units throughout its ecosystem; ad units that are integrated in the user’s content experience and usually take the form of the content on the page. HCM employs four types of native ad units: Story Ad, Video Ad, Product Ad, and App Install Ad.

Rates and Specs:

Banner Ad Unit	File Specs	CPM*
Interstitial	640 x 480	\$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	\$40.00
Medium Rectangle	300 x 250	\$40.00
Text Ads (in-content display)	600 x 120	\$40.00

* CPM = cost-per-thousand impressions



E-newsletter: NurseLine

NurseLine serves 195,000 each week and 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 and Digital Media



Educational Webinars

- Webinars are valuable tools to communicate best practices, innovation, and education.
- Highlight the innovation and thought leadership of our partner companies and front-line practitioners.
- Draw leads, increase SEO, deliver valuable front-line insights on key topics, and more.
- Pre- and post-event marketing media bundle – awareness across display, social, email, print channels to 4MM nurses.

Live Webinars

An HCM Live Webinar 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 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.

On-Demand Webinars

An On-Demand 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 On-Demand 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 sessions do not occur, but can be simulated as part of the recorded presentation.

**Contact your account manager
for pricing and availability**

Online and Digital Media

Video and Podcast Content Strategy

- Serialized short-form episodes focused on clinical how-to's, best practice research, debates, panel discussions driven by thought leaders.
- Each video is backed by an advanced analytical-based marketing campaign to create buzz and interest in the highlighted topics, and to track views and engagement for re-targeting messaging.
- Video is a powerful media format that brings faces to the topics discussed. Videos are approximately 7-15 minutes.

Video

Video has become an essential part of how hospitals, clinics, nursing schools, and other healthcare facilities teach, train, and communicate. The video format has become the preferred medium in healthcare settings, as it is a simple tool that can quickly and effectively convey information better than text. Video context can be shared and reviewed easily anytime and anywhere it's needed.

Podcasts

A Podcast is a digital audio file that is available for listening, downloading, and storage on various devices.

These audio files 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.

**Contact your account manager
for pricing and availability**



Online and Digital Media

Advisor Series Resource Center (ASRC)

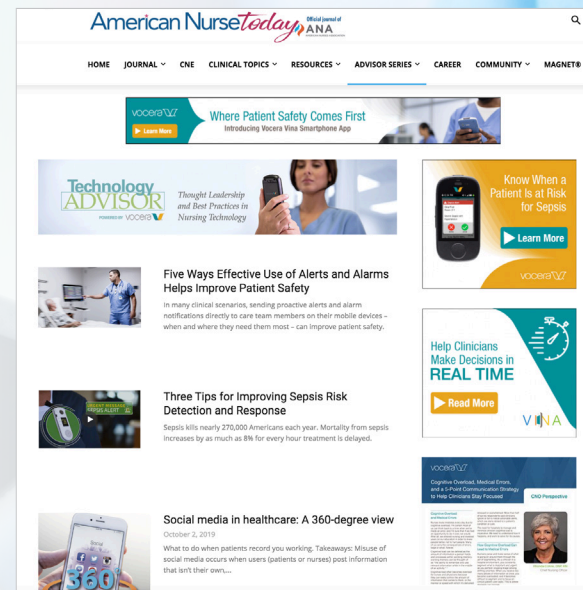
- ASRCs are highly customizable content repositories delivering much-needed information: clinical education content, sponsor banners, video, White Paper hosting, podcasts, and position statements.
- ASRC's have a 'back-end' infrastructure designed to analyze audience behavior for re-targeting based on predictive analytics.
- ASRCs are a content-rich environment with sponsored branding and conversation points.
- HCM will take on all production work for Video and Podcast series creation.

ASRC Plan and Strategy

Supported by a marketing campaign that leverages HCP-level data, advanced audience segmentation, contextual targeting and behavior analysis, ASRCs target the interests of HCP audiences. Clients own the topics in a dedicated region of the site with 100% SOV. Brand messaging is variable and can change throughout campaign.

Sponsorship includes:

- Content created in video, audio, and/or written-formats will help drive awareness and consideration with a key audience and will break through the noise of a highly competitive market with precise messaging (e.g. Target list, CNOs, VP Nursing, etc.)
- Leverage KOL influencers through highly powerful video content and messaging
- Educate and support nurse leaders to better understand workforce optimization and benefits of data-driven practices while building brand awareness
- Generate research along the way by understanding engagement and behavior with content on site
- Capture qualified leads and associated data
- Supported by a detailed marketing campaign



Online and Digital Media



2020 - THE YEAR OF THE NURSE

Join HealthCom Media and *American Nurse* as we spotlight the exceptional role nurses play in our healthcare system.

Own one month of 2020: Each month in 2020, HCM will feature stories, videos, social media, and advertising that highlights the importance of nurses and draws the attention to a specialty or field in nursing.

Monthly sponsorships include:

- Feature stories, co-written or client supplied, on the homepage of MyAmericanNurse.com
- Stories will profile nurses in action, in pictures and words (video optional), with integrated conversion points in a native advertising format
- Stories can feature nurses from client accounts
- Monthly theme
- Six months of display and video advertising with full HCM marketing campaign to drive traffic to the special content.
- Print, display, e-mail, video

**Contact your account manager
for pricing and availability**

Online and Digital Media



Thought Leadership eResources

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.

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

Patient Handouts

A Patient Handout, also referred to as Patient Education Resource, is a downloadable and printable document intended for healthcare professionals 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.

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 form distribution.

**Contact your Account Manager
for pricing and availability**

ANA Digital Programs



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 195,000 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.
- **20%** 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*, *OJIN: The Online Journal of Issues in Nursing*, and *Frontline* (published within *American Nurse*). This weekly e-newsletter is deployed on Thursdays.

Advertising Opportunities

Five banner spaces are available. Please see rates and specifications or contact one of our Account Managers for availability.



Nursing Insider
Weekly Nursing News Update

Table of Contents

Position 1 - Leaderboard - 650x75 pixels

Article Content



**Position 2 -
Banner
300x250 pixels
(can be animated)**

Article Content



FOLD LINE

**Position 3 -
Banner
300x250
pixels**

**Position 4 -
Banner
300x250
pixels**

Article Content



**Position 5 -
Banner
300x250
pixels**

Rates

Position 1 – leaderboard	\$1,200
Position 2 – above the fold	\$950
Position 3 and 4 – side-by-side	\$750
Position 5 – bottom	\$700

PLEASE NOTE: *Nursing Insider* accepts animated banners for Position 2 banners only. All other ad positions are static.

When submitting ad materials please include IP address that we should link your ad.

Questions regarding production? Please contact Chris Evans Gartley, cevansgartley@healthcommedia.com or your sales manager.

ANA Digital Programs



OJIN: The Online Journal of Issue 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 healthcare 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. *OJIN* is published 3 times a year and accepts advertising on the website and in the *OJIN* e-newsletter.

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: 195,000
- Daily website page views: 18,000
- Monthly website page views: 500,000
- 73% of readers are nurses employed in acute care hospitals
- 68% of 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 2020
 - 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

- Only four advertising spaces are available for each topic. Advertisers receive 4 months promotion through:
- Banner in *OJIN* e-newsletter deployed when each topic is published
 - 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 e-newsletter sent after May 31, 2020. Advertisers also receive a 200 x 200 banner on *OJIN* site: (<http://ojin.nursingworld.org/>) for the months of June, July, August and September.



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

Rates and Specs

PREMIER Sponsorship	\$2,500
Premier sponsorship includes top two banner positions in both the e-newsletter and on the <i>OJIN</i> website. Size (2): 200 x 200 banners. Please provide URL to link banners.	
Medium Rectangle — Position 1	\$2,000
Top banner in 1 <i>OJIN</i> e-newsletter and top banner position on <i>OJIN</i> website for 4 months. Size: 200 x 200. Please provide URL to link banner.	
Medium Rectangle — Position 2	\$1,500
Second banner in one <i>OJIN</i> e-newsletter and second banner position on <i>OJIN</i> website for 4 months. Size: 200 x 200. Please provide URL to link banner.	
Medium Rectangle — Position 3 and 4	\$1,000
Second banner in one <i>OJIN</i> e-newsletter and second banner position on <i>OJIN</i> website for 4 months. Size: 200 x 200. Please provide URL to link banner.	

IMPORTANT NOTE: In months that a Premier sponsorship is sold, only 2 other positions will be available at a cost of \$1,000 each. Ask your Sales Manager about availability.