

AMERICAN

NURSE

2021 MEDIA KIT

The official journal of the  ANA
AMERICAN NURSES ASSOCIATION



ACCESS ENGAGEMENT OUTCOMES

YEAR OF THE NURSE

2020  2021

Continuing the celebration of the Year of the Nurse and Midwife. Due to the extraordinary circumstances of 2020, the American Nurses Association is extending the celebration of nurses through 2021. American Nurse Journal is supporting those efforts to provide nurses with a multitude of educational resources throughout the year.

Engagement through best practices with the most active nurses and nurse leaders throughout the country.

ANA  ENTERPRISE

 **HCM**
HEALTHCOM MEDIA

Online and Digital Media



AMERICAN **NURSE** HEROES

The American Nurses Association, Al Roker Entertainment, and HealthCom Media, publisher of *American Nurse Journal*, have joined forces to produce a network television and multi-channel event to celebrate the heroic work of nurses and the positive impact they have on our nation in this time of crisis, and beyond. The campaign, titled “American Nurse Heroes,” will present true stories of nurses on the frontlines of the COVID-19 crisis and more as they strive to deliver high quality health care.

- The goal of the campaign is to increase the public’s awareness and appreciation of nurses, while educating viewers on the magnitude of nurses’ work and their positive impact on society and the American healthcare system.
- Numbering more than 4 million strong, nurses are the largest group of health care professionals in this country. Nurses are with patients and families in all settings where health care is delivered from birth to the end of life.
- Globally, the nursing profession marks a milestone in 2020, as the World Health Organization declared it the International Year of the Nurse and Midwife in honor of the 200th anniversary of the birth of Florence Nightingale. Year of the Nurse has been extended through July 2021.



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

Table of contents

OVERVIEW

- About HCM 4
- About *American Nurse* 5

SALES, PRODUCTION AND EDITORIAL

- Contact Us 6

CONTENT AND TOPICS

- 2021 Editorial Calendar 7
- Yearly Summary of Topics 8
- Readership Top Interests 8

ADVERTISING OPTIONS

- Rates and Volume Discounts 9
- Journal Specifications and Production Details 10
- *American Nurse* Display Ad Guide 11

ONLINE AND DIGITAL MEDIA

- Overview 12
- MyAmericanNurse.com 13
- MyAmericanNurse.com and *NurseLine* 14
- MyAmericanNurse.com Digital Ad Guide 15
- Educational Webinars 16
- Video and Podcast Content Strategy 17
- Advisor Series Resource Center (ASRC) 18
- KOL/Thought Leadership eResources 19

ANA DIGITAL PROGRAMS

- *Member News* 20
- *OJIN: The Online Journal of Issues in Nursing* 21



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www.healthcommedia.com | 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: About HCM

Introduction

HealthCom Media - HCM 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, who are nurse leaders, clinical nurses, other healthcare providers, association members and others. 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. HCM continues to offer our readers enhanced experiences ranging from highly regarded, peer-reviewed, clinical, practical journals to cutting edge webinars, podcasts and more. Working with our commercial partners we have been successful in bringing a wealth of science-based information and resources that benefit nurses...and our partner's goals and objectives.

Our Profile

- Development of science-based, peer-reviewed clinical resources based on best practices for over 22 years
- Official media partner of the American Nurses Association
- Outreach to over 200,000 nurses monthly with over 4 million interactions a year
- Full suite of communication tools and strategies including market research, marketing services, custom content
- We have a rich network of more than 200 thought-leaders in healthcare who actively contribute to our content platforms

American Nurse, official journal of the American Nurses Association will continue our dedication to timely, clinical, actionable content through our pages and myamericannurse.com.

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 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.
- **Life at Work:** 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

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 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 Pathway to Excellence® designated institutions. Written by experts, this is a comprehensive guide for practice improvement
- **Nurses Week focus and annual 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.

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 a nurse Editorial Director, our Editor-in-Chief, and peer-reviewed by experts from our Editorial Board.



Sales, Production and Editorial



Contact us

SALES AND PRODUCTION

PUBLISHER

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DIGITAL DEVELOPMENT

Brian Jones

MARKETING DIRECTOR

John Grdinich

EDITORIAL

EDITOR-IN-CHIEF

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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



Content and Topics

2021 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.



Month	Feature	Continuing Education	Special Sections	Departments	Bonus Distribution
January Space reservations by December 10, 2020	• Hypothyroidism	• Alzheimer's disease and Lewy body dementia	• <i>Nursing Excellence: Magnet®/Pathway to Excellence®</i>	• Elevator speech for advocacy	
February Space reservations by January 14, 2021	• Drug diversion by employees	• Vasopressors and inotropes		• Malpractice insurance	
March Space reservations by February 11	• Reversible causes of dementia in older adults	• Management of acute pain in pediatric patients	• <i>Nursing Excellence: Magnet®/Pathway to Excellence®</i>	• Bowel obstruction	
April Space reservations by March 18	National Nurses Month Edition • Infusion pump safety	• Melanoma	• <i>AllPro Nursing Teams</i>	• Hospital sepsis program	
May Space reservations by April 15	• Biologics and biosimilars	• Right sided heart failure	• <i>Pandemic Best Practices</i>	• Professional liability insurance	
June Space reservations by May 13	• Withdraw of nutritional support	• Sickle cell disease		• P values	
2021-22 Annual Education and Career Guide Space reservations by June 17					
July Space reservations by June 17	• Medication reconciliation in the home	• Pressure injuries		• Preparing for retirement	
August (DIGITAL) Space reservations by July 28	• Hearing loss in adults	• Arrhythmogenic cardiomyopathy		• Emotional intelligence	
September Space reservations by August 19	• Continuous renal replacement therapy	• Diabetic ketoacidosis/hyperglycemic hyperosmolar syndrome		• Postoperative respiratory depression	
October Space reservations by September 16	• Hepatitis C	• Lung cancer	• <i>Nursing Excellence: Magnet®/Pathway to Excellence®</i>	• Lactic acidosis	• ANCC Pathway to Excellence® and ANCC National Magnet® Conference, Nov. 11-12, Atlanta
November Space reservations by October 14	• Myeloproliferative neoplasms	• Hypertension management update	• <i>Innovation</i>	• Patient engagement	
December (DIGITAL) Space reservations by November 24	• Anxiety disorders	• Managing postoperative pain in patients with chronic pain		• Program evaluation framework	

All issues of *American Nurse Journal* include additional editorial in regular sections, such as *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 Lilee Gelinis, MSN, RN, FAAN

HealthCom Media, 259 Veterans Lane, Doylestown, PA 18901 • 215.489.7000

MyAmericanNurse.com

Subject to change – updated 2.5.2021

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 Care
- Mind-Body-Spirit
- Asthma
- Wellness
- Self-Care
- Oncology
- Pain Management
- Addiction
- Endocrinology
- Personality Disorders
- Anxiety

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: cevansgartley@healthcommedia.com



Print Specifications



American Nurse Display Ad Guide

<p>Full page non-bleed 7" x 9¾"</p>	<p>Full page bleed 8¼" x 11½"</p>	
<p>2/3 page non-bleed 4¾" x 9¾"</p>	<p>2/3 page bleed 5¼" x 11½"</p>	<p>1/3 page vert. non-bleed 2½" x 9¾"</p> <p>1/3 page vert. bleed 2¾" x 11½"</p>
<p>1/2 page vertical non-bleed 3¾" x 9¾"</p>	<p>1/2 page vertical non-bleed 4" x 11½"</p>	<p>1/4 page 3¾" x 4¾"</p> <p>1/6 page 2½" x 4¾"</p>
<p>1/2 page horizontal non-bleed 7" x 4¾"</p>	<p>1/2 page horizontal bleed 8¼" x 5½"</p>	<p>Island non-bleed 4½" x 7¾"</p>



Journal Print Advertising



**Net advertising rates
effective January 1, 2021**

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	36x	48x
Full	13,880	13,520	13,180	12,850	12,530	12,150	11,790	11,380	10,970
2/3	10,130	9,870	9,630	9,380	9,150	8,870	8,610	8,310	8,010
Island	9,850	9,600	9,360	9,120	8,900	8,630	8,370	8,080	7,790
1/2	7,940	7,740	7,540	7,350	7,170	6,960	6,740	6,500	6,280
1/3	5,700	5,560	5,410	5,280	5,140	4,990	4,840	4,670	4,510
1/4	4,730	4,610	4,500	4,380	4,270	4,150	4,020	3,880	3,740
1/6	3,610	3,530	3,430	3,350	3,270	3,170	3,070	2,960	2,860



*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	36x	48x
Full	6,940	6,760	6,600	6,430	6,270	6,080	5,900	5,690	5,490
2/3	5,070	4,940	4,820	4,690	4,580	4,440	4,310	4,160	4,010
Island	4,940	4,800	4,690	4,570	4,450	4,320	4,200	4,040	3,910
1/2	3,980	3,880	3,770	3,680	3,590	3,490	3,380	3,260	3,150
1/3	2,860	2,790	2,710	2,640	2,580	2,510	2,430	2,340	2,260
1/4	2,360	2,310	2,250	2,200	2,140	2,080	2,010	1,940	1,880
1/6	1,820	1,770	1,730	1,680	1,640	1,590	1,540	1,490	1,440



*30 day job posting for Recruitment included

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 that allows its clients more efficient targeting of nurses and nurse leaders, their interests, and roles enabling smarter segmentation and behavioral techniques driven by marketing science.

Content marketing programs and sponsorships include the following targeting capabilities:

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

Identify characteristics of target nurses based on data and behavioral analysis. Use these attributes for forward looking traffic and targeted content delivery. HCM will use display, email, social media, website, native, and other channels to disseminate targeted messages to the right audience and drive to the tactics described in this publication.

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* spotlights the unique attributes of your products and services and offers your company outreach to over 200,000 nurses in a variety of ways including education, promotion and research.

Audience

The proposed thought leadership approach will influence nurses to improve overall practice and behavior while helping to reduce overall rates of hospital associated infections. The nurses reached in this program will include:

- 175,000+ readers of *American Nurse* in print, all members of American Nurses Association (ANA), exclusively
- >3,800,000+ nurse-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:

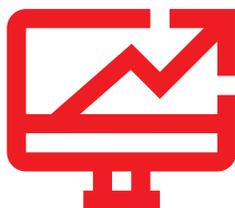
- Companion website to the award-winning *American Nurse*, the official journal of the American Nurses Association.
- Leadership – our leaders share best practices and deliver content that guides future leaders.
- News on Drugs and devices – editorial specific to the latest drug therapy options and best practices — a hot topic for nurses.
- 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.



Talk to us about educational projects that can be promoted through MyAmericanNurse.com such as:



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 (Advisor Series Resource Center): 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 draw on the 500,000+ monthly traffic



Podcast: An audio series featuring personable 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

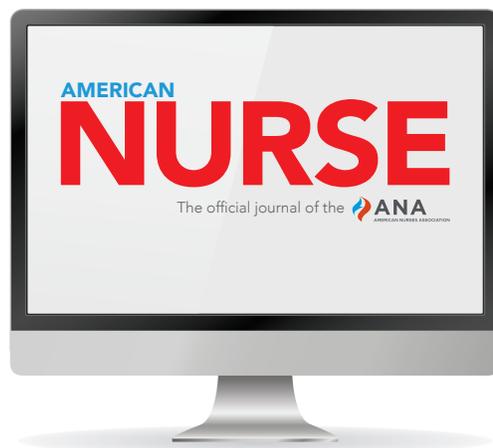
Our advertising includes:

- 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 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

* CPM = cost-per-thousand impressions



NurseLine

E-newsletter: NurseLine

NurseLine serves 95,000 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
Leaderboard	728 x 90 px	\$1,450
Leaderboard (Mobile)	320 x 50 px	—

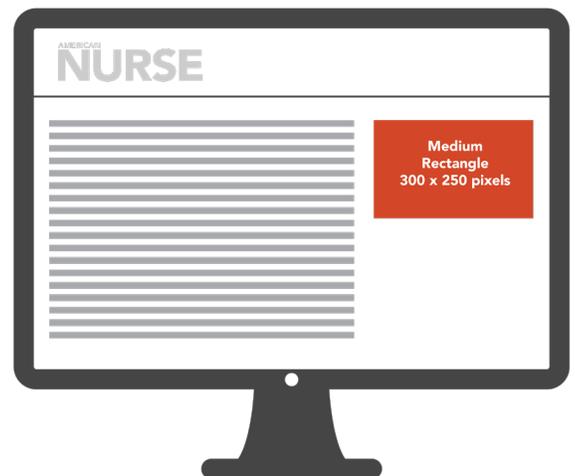
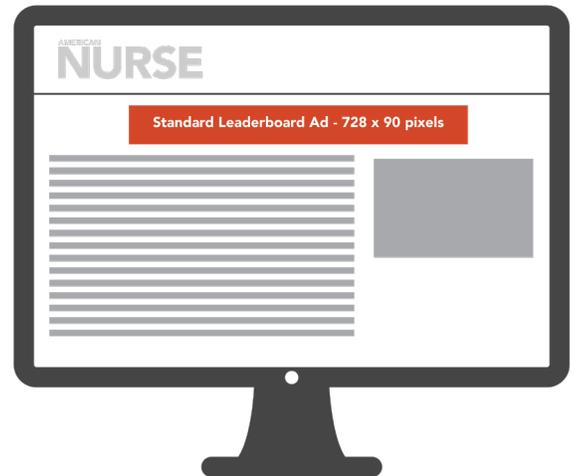
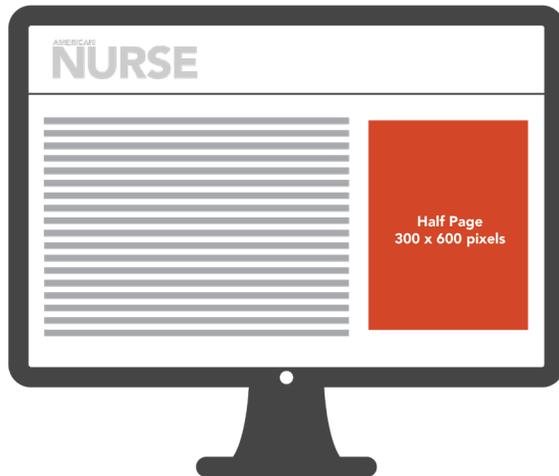
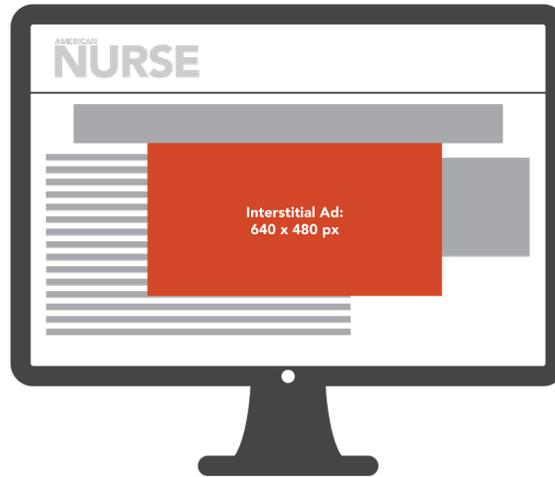
*Art due 5PM EST each Thursday for deployment the following Tuesday



Online and Digital Media



MyAmericanNurse.com Digital Ad Guide



Online and Digital Media

Educational Webinars

- Webinars are terrific 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 3.8MM 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.

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.

**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, and that 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)

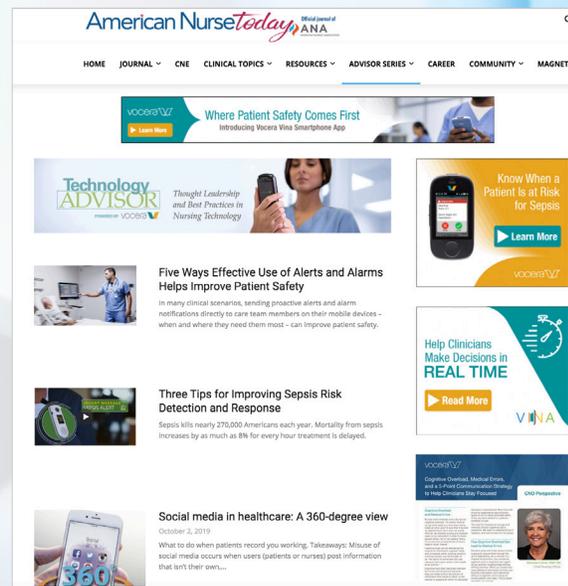
- ASRCs are highly customizable content repositories delivering much-needed information: clinical education content, sponsor banners, video, and White Paper hosting, podcasts, position statements all fill a needed gap.
- ASRC's have a 'back end' infrastructure designed to analyze audience behavior for re-targeting based on predictive analytics.
- ASRCs are a content rich environment with sponsor 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.

Sponsorship includes:

- Content created in video, audio and/or written-formats will help drive awareness and consideration with a key audience, and to break through the noise of a highly competitive market with precise messaging (ex. 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

KOL/Thought Leadership eResources

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.

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 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 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.

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.

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

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 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. *OJIN* is published 3 times a year and accepts advertising on the website and in the 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
- Total of **1.3 million** visitors in 2019, **1 million** new visitors that account for nearly **2 million** sessions, an increase of **74%** from 2018.
- Member News and *OJIN* are delivered to RNs in various roles:
 - 35% Clinical nurse/Staff nurse
 - 19% Nurse educator or professor
 - 14% Advanced Practice RN (NP, CNS, CNM, CRNA)
 - 14% Nurse manager/nurse executive (including director/CNO)
 - 13% Other nursing position
 - 5% Not currently working in nursing

Overview and Editorial

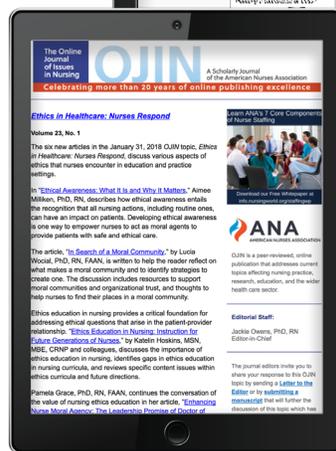
- *OJIN* is a part of the American Nurses Association family of journals
- *OJIN* publishes three topics annually: Jan., May and Sept.
- *OJIN* Topics for 2020
 - January: Philosophical Concerns in Nursing Education
 - May: COVID-19
 - September: Nurses and Advanced Technologies
- Articles contributed 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 4 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 *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.

Medium Rectangle — Position 3 and 4 \$1,000
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.

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.