



2022 MEDIA KIT & ADVERTISING RATE CARD

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AANA MEETINGS 2022

ASSEMBLY OF DIDACTIC AND CLINICAL EDUCATORS (ADCE)

— Colorado Springs

February 16 - February 19

A platform for thought leadership in
nurse anesthesia education.

MID-YEAR ASSEMBLY

— Washington, DC

April 2, 2022 - April 6, 2022

CRNAs and students gather in the
nation's capital to advocate for the
CRNA specialty.

AANA 2022 ANNUAL CONGRESS

— Chicago

August 12 - August 16

The largest networking and education
event in nurse anesthesiology.

AANA LEADERSHIP SUMMIT

— San Diego

November 17 – November 20

CRNAs are at the forefront of
change in healthcare, and the AANA
Leadership Summit offers all CRNAs
the opportunity to develop their inner
leader.

ANESTHESIA ESSENTIAL THE OFFICIAL EMAIL NEWSLETTER

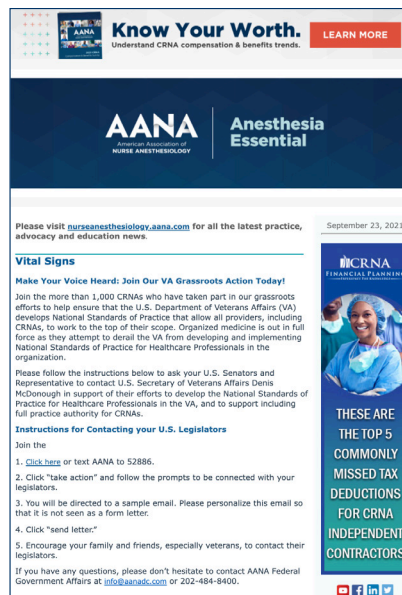
Anesthesia Essential, the AANA's weekly electronic newsletter, offers AANA members succinct, timely news about the AANA, nurse anesthesia practice, federal and state government affairs, the AANA Foundation, and more. Each issue includes Healthcare Headlines, a compendium of abstracts of articles, and research papers on topics of interest to nurse anesthetists.

WEEKLY NEWSLETTER ADS

Net rates, non-commissionable.
File type: JPG or GIF, max file size 60K.

SEND NEWSLETTER ASSETS TO:

Chris Evans Gartley, cevansgartley@healthcommedia.com



CRNA CAREERS THE OFFICIAL CAREER CENTER OF THE AANA

Place your available positions immediately online at the AANA Career Center and reach the members of the AANA – Certified Registered Nurse Anesthetists (CRNAs).

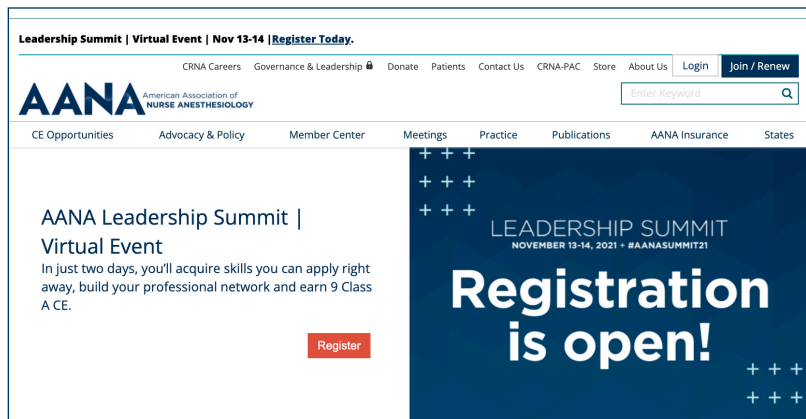
- Basic Anesthesia Essential Package \$549.00
- Premium Anesthesia Essential Package \$749.00
- Ultimate Anesthesia Essential Package. \$949.00

SINGLE JOB POSTING: \$275 NET FOR 30 DAYS

Print advertising and bulk package pricing available, upon request or visit <https://crnacareers.com>. Contact your sales representative for more information.

25% **48,000+**
Average Open Rate Opt-in Recipients

Leaderboard Ad 728 x 90 pixels (w x h)	Skyscraper Ad 160 x 600 pixels (w x h)	Vertical Ad 160 x 240 pixels (w x h)
\$2,600	\$1,880	\$970



AANA.COM

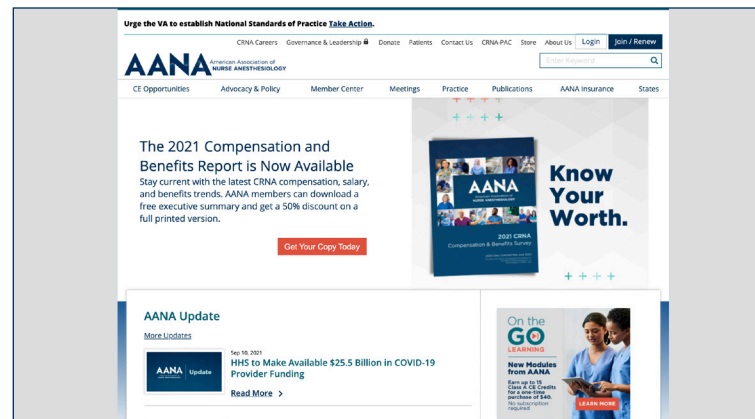
AANA.com is one of the first places that CRNAs go to search for information regarding their profession. AANA's homepage is the gateway for members to find up-to-date information on meetings, education, resources, advocacy, membership news and AANA Journal information.

Scalable to fit any budget!

AANA.com homepage generates more than 140,000 page views on average each month. When you place your 300 x 250 px banner ad on the home page, it will give your company an edge.

RETARGETING NOW AVAILABLE*

* Your ads will appear on multiple websites and mobile apps, engaging the AANA audience wherever they go!



Home Page Banner Ad

Net rates, non-commissionable.

Banner Ad: 300 x 250 pixels, JPG or GIF, max file size 40K.

Rate:

\$95/CPM

Run-of-Site

Get maximum visibility with a Run-of-Site banner ad.

Your ad is placed next to valued content throughout the site.
Net rates, non-commissionable.

Banner Ad: 300 x 250 pixels, JPG or GIF, max file size 40K.

Rate:

\$85/CPM

SEND WEBSITE ASSETS TO:

Chris Evans Gartley, cevansgartley@healthcommedia.com

NURSE ANESTHESIOLOGY

A clinically sound content community for CRNAs

Content driven platform with 45,000+ page views per month.

Nurseanesthesiology.AANA.com

Safe and effective anesthesia care for every patient. Nurse anesthesia serves timely, topical, and patient-relevant information in a multimedia-rich, visually inviting, and interactive manner.

Banner Ad Rates

Leaderboard (Desktop) 728 x 90 pixels	Leaderboard (Mobile) 320 x 50 pixels	Medium Rectangle 300 x 250 pixels
\$95.00/M	\$95.00/M	\$85.00/M

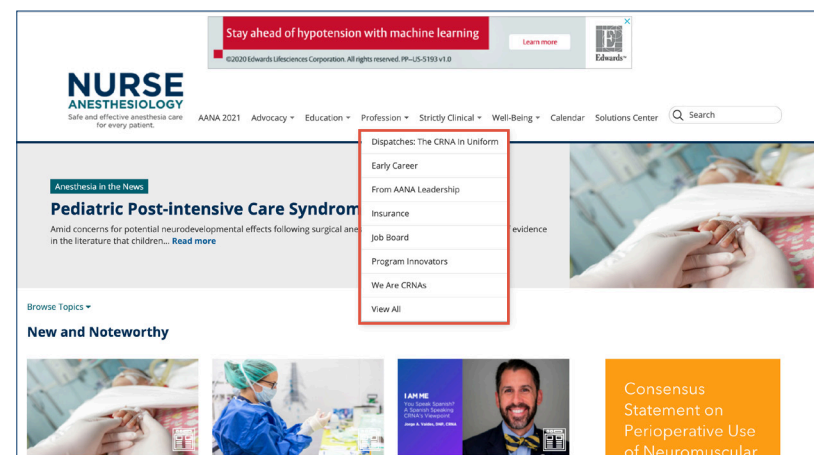
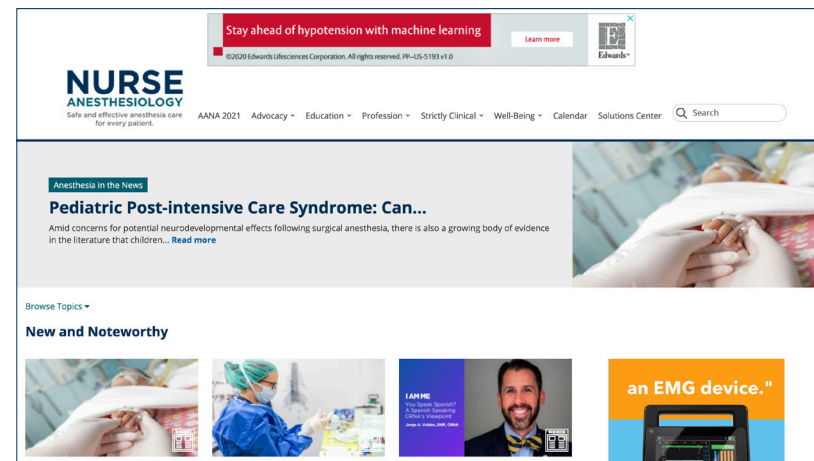
SPONSORED CATEGORIES - \$10,000 PER MONTH

Own a category on the website. 100% SOV

- Airway Management
- Anesthesia Equipment, Technology & Safety
- Applied Clinical Physiology & Pathophysiology
- Blood Management
- Monitoring Systems & Devices
- Pain Management
- Ultrasound
- Sponsored webinars and audio series available – pricing upon request

AANA Plus

Total Impressions delivered	100,000	50,000
Web bundle for one month (med rect runs on both AANA websites) PLUS Audience Extension Retargeting for 3 or 6 months.	\$8,300.00	\$3,400.00
	6 months	3 months



RETARGETING NOW AVAILABLE*

* Your ads will appear on multiple websites and mobile apps following the AANA audience wherever they go!

OVERVIEW

We know AANA is important to you and your business. As we continue our mission to provide value to our sponsors we want to share an opportunity to reach our online audience through digital sponsorship.

What is Ad Retargeting?

Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal.

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to AANA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Audience

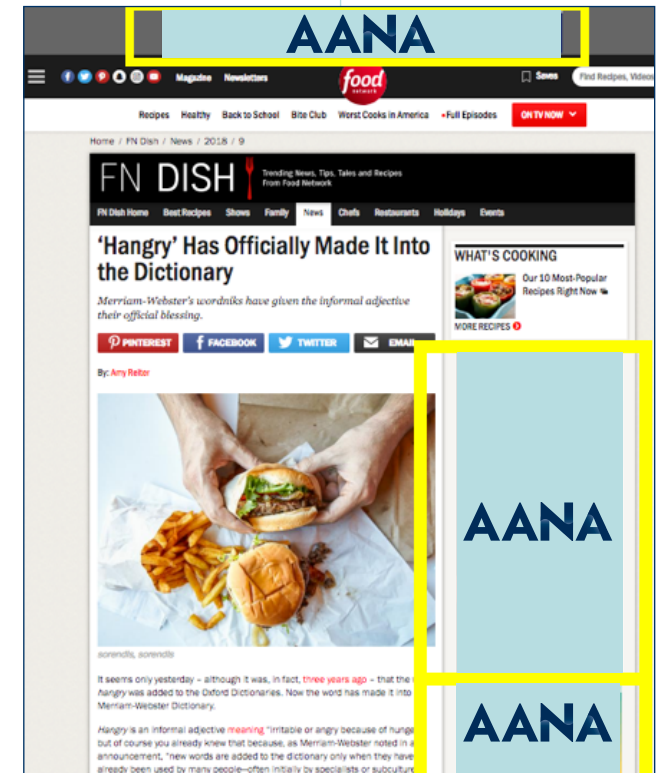
Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with AANA's uniquely qualified audience that will showcase your business to those who need you the most.

How Does It Work?



Ad sized include:

- Leaderboard: 728 x 90
- Wide Skyscraper: 160 x 600
- Square Pop-up: 300 x 250



Your ads will appear on multiple major websites and mobile apps, following the AANA audience wherever they go.

Editorial Statement

The AANA Journal is the official peer-reviewed scholarly journal of the American Association of Nurse Anesthesiology. More than 90% of all active Certified Registered Nurse Anesthesiologists (CRNAs) receive the Journal, which provides a forum for this vital and long-established specialty in healthcare. Original manuscripts foster the understanding of the science of anesthesia delivery and investigate issues, ideas, and innovations that advance the practice of nurse anesthesia. Authors submit original research, case reports, survey/review articles, letters to the editor, book reviews, and columns such as Education News. Each issue carries an ongoing continuing education series, the AANA Journal Course. CRNAs receive 1 credit for the completion of each article and the corresponding questions at AANALearn.com.

Requirements for Advertising Acceptance:

- All advertising must be directed to CRNAs and is subject to approval by the AANA Journal Editorial Committee.
- AANA Journal, being a specialized publication, cannot guarantee more than one page separation of competitive products or equipment.

Earned Rates: Space purchased by a parent company and its subsidiary is combined for accounting of earned rate.

Rate Protection Policy: Rates subject to change without notice. 2022 rates will be in effect for all advertisers as of the February 2022 issue.

Publisher assumes no liability for error or omissions in key numbers, its reader service section, and/or reader service number, or advertiser's index.

Publisher reserves the right to hold advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the Publisher.

Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions of this rate card.

**Circulation**

- **Total Circulation:** 58,000+
- **Circulation Verification:** Sworn Statement and U.S. Post Office Records controlled circulation mail.
- **Coverage and Market:**
 - a) Coverage: National
 - b) Market Served: Certified Registered Nurse Anesthetists, nurse anesthesia educators, student registered nurse anesthetists, and other allied healthcare personnel.

ADVERTISING RATES

Display Rates 2022: Advertising rates effective February 2022 issue.

Black and White Rates 2022			
Frequency	Full Page	1/2 Page	1/4 Page
1X	\$5,390	\$4,220	\$3,055
3X	\$5,300	\$4,115	\$2,965
6X	\$5,250	\$4,070	\$2,900
12X	\$5,150	\$4,000	\$2,860
18X	\$5,050	\$3,930	\$2,820
24X	\$4,950	\$3,860	\$2,800
36X	\$4,800	\$3,800	\$2,780

Rates 2022 (includes 4/color)			
Frequency	Full Page	1/2 Page	1/4 Page
1X	\$8,030	\$6,860	\$5,705
3X	\$7,950	\$6,750	\$5,615
6X	\$7,890	\$6,710	\$5,550
12X	\$7,695	\$6,600	\$5,345
18X	\$7,495	\$6,500	\$5,295
24X	\$7,295	\$6,400	\$5,255

Cover tips and Bellybands Now Available!

Standard Cover tip

Trim size: 8 1/8" x 5 1/2"

Bleed size: 8 3/8" x 5 3/4"

\$20,000 net

Standard Bellyband

Trim size: 17 1/2" x 5"

Bleed size: 17 3/4" x 5 1/4"

\$34,000 net

Inserts and Business Reply Cards (Call representative for quantity):

- a) Single leaf (2-page, printed front and back): \$12,930
- b) Four-page (2 pages, both sides): \$21,500
- c) Six-page: \$30,170.
- d) BRC with full page ad: \$1,000 tip-in charge; non-commissionable.

AANA Annual Congress Distribution:

Take advantage of the bonus distribution of the AANA Journal at the 2022 Annual Congress.

MOBILE APP NOW AVAILABLE:

Contact your rep for rates

CLOSING DATES

Schedule 2022		
Issue date	Ad closing	Material due
February	12/23/21	12/30/21
April	2/24/22	3/2/21
June	4/20/22	4/27/21
August	6/24/22	7/1/21
October	8/24/22	8/31/21
December	10/19/22	10/25/21

Issuance:

- Frequency: 6 times a year: February, April, June, August, October and December.
- Issue Date: Second week of publication month

MECHANICAL REQUIREMENTS

Space Unit:

Ad sizes	Width		Height
Spread (Bleed)	16 ^{1/2} "	X	11 ^{1/8} "
One Page (Bleed)	8 ^{3/8} "	X	11 ^{1/8} "
One Page (Non-bleed)	6 ^{3/4} "	X	9 ^{3/16} "
1/2 Page (Vertical)	3 ^{1/4} "	X	9 ^{3/16} "
1/2 Page (Horizontal)	6 ^{3/4} "	X	4 ^{1/2} "
1/4 Page (Vertical only)	3 ^{1/4} "	X	4 ^{1/2} "
Trim size of Journal: 8 ^{1/8} " x 10 ^{7/8} " \$4,800			

Bleed: Bleed area is 1/8" outside trim on all sides. Live area must be at least 1/4" in from trim.

File Requirements:

Format: PDF/X-1a preferred, high-res (300 dpi) print-ready file. All fonts must be converted to outlines; include crop marks and all bleeds. Ad files must be sized at 100%. The transparent elements contained in your file must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.

Colors:

- CMYK is the only accepted mode for 4C ads. No RGB images or colors.
- Spot Colors must be converted to CMYK values unless paying extra for a PMS (matched) color. PMS color must be indicated for any ad intended to print with spot color.
- Black and white ads must be supplied in grayscale mode. Any logos and images must also be converted to grayscale when exporting to a PDF.
- Color Proofs: One proof made from supplied file and meeting SWOP specifications must be provided with data file to ensure color match on press. Color laser printouts are not acceptable.

Disposition of Materials: Ad materials will be held for one year from date of last insertion and then destroyed.

Paper Stock:

- Inside pages: 45-lb gloss
- Covers: 80-lb gloss

Type of Binding: Perfect bound

Halftone Screen:

- Covers: 150 line preferred, not less than 133
- Inside: 150 line preferred, not less than 133 (except for special effects)
- Four-color Screen: 150 line preferred, not less than 133

Inserts and BRCs:

- Inserts:
 - *Single leaf untrimmed:* Minimum 5" w x 11" h; Maximum 8^{3/8}" w x 11^{1/8}" h
 - *Folded 2-page spread (untrimmed):*
 - Minimum 5" w x 11^{1/8}" h; Maximum 8^{3/8}" w x 11^{1/8}" h
 - *AANA Journal final trim size:* 8^{1/8}" x 10^{7/8}"
 - *Maximum paper weight:* 100#, 70#, or 80# preferred
 - *Quantity:* Varies by issue. Please call for quantities plus 5% waste.
- BRCs:
 - *Minimum Size:* 7" x 5 1/2" (untrimmed); allow 1/8" trim at head
 - *Binding:* 7" dimension required on bind-in edge
(NOTE: A premium will be charged for cards binding on the short edge)
 - *Paper stock:* 7 pt. preferred
 - *Quantity:* Varies by issue. Please call for quantities plus 5% waste.

PRODUCTION CONTACT**Production Director: Chris Evans Gartley, 215-489-7004****Forward all contracts and insertion orders to:**

AANA Journal (month of issue)
 c/o HealthCom Media 259 Veterans Lane, Suite 201,
 Doylestown, PA 18901
 Susan Levey, Director of Sales
 slevey@healthcommedia.com

Forward all printing (excluding inserts and BRCs) materials to:

Chris Evans Gartley, Production Director
 AANA Journal (month of issue) c/o HealthCom Media 259 Veterans
 Lane, Suite
 201, Doylestown, PA 18901
 cevansgartley@healthcommedia.com
 215-489-7004

Preprinted insert shipping address (including BRCs):*

For AANA Journal:
 Tina Pringl, Dartmouth Printing Company
 69 Lyme Road, Hanover, NH 03755
 603-643-2220

Note: Do not send reproduction materials of any kind to this address.

Publisher's Liability: The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents,

and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

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