

2022 MEDIA KIT & ADVERTISING RATE CARD

SALES, PRODUCTION AND EDITORIAL

Publishing Staff

PUBLISHER

Gregory P. Osborne 215-489-7001

ASSOCIATE PUBLISHER

John J. Travaline 215-489-7000 ext. 118 jtravaline@healthcommedia.com

DIRECTOR OF PROFESSIONAL PARTNERSHIPS

Tyra London 215-435-1260 tlondon@healthcommedia.com

DIRECTOR OF PUBLISHING SERVICES

Chris Evans Gartley 215-489-7004 cevansgartley@healthcommedia.com

ACCOUNT DIRECTOR

Mary Chris Schueren 267-893-6463 mschueren@healthcommedia.com

SALES ASSOCIATES

Mackenzie Koonrad 215-489-7000 ext.117 mkoonrad@healthcommedia.com

Ryan Steiner 215-489-7000 rsteiner@healthcommedia.com

Editorial Staff

EDITOR-IN-CHIEF

Lillee Smith Gelinas, MSN, RN, CPPS, FAAN

EXECUTIVE EDITORIAL DIRECTOR

CHERYL L. MEE, MSN, MBA, RN, FAAN

MANAGING EDITOR

Julie Cullen

COPY EDITOR

Anna Tecson

ART DIRECTOR

David Beverage

DIGITAL CONTENT EDITOR

Robert J. Senior

American Nurses Association (ANA) Staff

VICE PRESIDENT, COMMUNICATIONS Joan Hurwitz

EDITORIAL DIRECTOR, COMMUNICATIONS

Susa McCutcheon

HealthCom Media Staff

CHIEF EXECUTIVE OFFICER

Gregory P. Osborne

VP, FINANCE AND OPERATIONS

Jennifer D. Reedman

ACCOUNTING ASSISTANT

Heather Abosch

DIRECTOR OF MARKETING

John Grdinich

WEB DEVELOPER

Michelle Rush

Please contact



PRINT ADVERTISING

Total Circulation: 240,000

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.

Special Opportunities:

Standard Cover tip Trim size: 8" x 8" Bleed size: 8.125" x 8.125" \$25,750 net

Supplements and custom publishing contact your account manager for pricing.

Net advertising rates effective Jan. 1, 2022







PRINT ISSUES (NET rates include 4/color)

Page	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full	14,580	14,200	13,840	13,500	13,160	12,760	12,380	11,950	11,520
2/3	10,640	10,370	10,120	9,850	9,610	9,320	9,050	8,730	8,420
Island	10,350	10,080	9,830	9,580	9,350	9,070	8,790	8,490	8,180
1/2	8,340	8,130	7,920	7,720	7,530	7,310	7,080	6,830	6,600
1/3	5,990	5,840	5,690	5,550	5,400	5,240	5,090	4,910	4,740
1/4	4,970	4,850	4,730	4,600	4,490	4,360	4,230	4,080	3,930

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

Page	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full	7,290	7,100	6,930	6,760	6,590	6,390	6,200	5,980	5,770
2/3	5,330	5,190	5,070	4,930	4,810	4,670	4,530	4,370	4,220
Island	5,190	5,040	4,930	4,800	4,680	4,540	4,410	4,250	4,110
1/2	4,180	4,080	3,960	3,870	3,770	3,670	3,550	3,430	3,310
1/3	3,010	2,930	2,850	2,780	2,710	2,640	2,560	2,460	2,380
1/4	2,480	2,430	2,370	2,310	2,250	2,190	2,120	2,040	1,980

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.

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: cevansgartley@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.

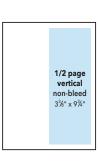
Type of binding: Saddle stitch. Half-tone screen: 133-line screen.

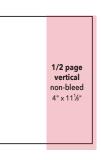
AD SPECIFICATIONS

Page size	Non-bleed	Bleed		
Full page	7" x 9 3⁄4"	8 1/4" x 11 1/8"		
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"		
1/4 page – vertical	3 3⁄8" x 4 3⁄4"	NA		
Cover Tip	8" x 8"	8 1/8" x 8 1/8"		













1/2 page horizontal bleed 8¼" x 5½"

PRINT SPECIFICATIONS

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 rastorized.
- 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
- FPS 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:
 - A) Counts per lift/carton
 - B) Total counts per skid
 - C) Total number of pieces (forms) for roll stock and/or fanfold
 - D) Description of piece (key code, unique identifier)
 - E) 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

2022 EDITORIAL CALENDAR

American Nurse Journal — 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 and 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	Departments & Special Sections	Ad Space Reservation	Ad Material Due
January	Moisture-associated skin damage	Differentiation syndrome	 Promoting staff diversity Nursing Excellence: Magnet^o/ Pathway to Excellence^o 	• December 2, 2021	• December 8, 2021
February	Transradial angiography	Anxiety disorders	Transitional care	• January 6, 2022	• January 12, 2022
March	Cranial nerve assessment	Acute exacerbation of chronic obstructive pulmonary disease	Blue light and sleep	• February 3, 2022	• February 9, 2022
April	Hazardous assessment exposure in veterans	Medication adherence	Interoperability AllPro Nursing Teams/ Nurses Month (May)	• March 10, 2022	• March 16, 2022
May NTI: May 16-19 in Houston	Pediatric sepsis	Atrial fibrillation	How to be a preceptee Nurses' Voices/Nurses Month	• April 4, 2022	• April 13, 2022
June	Continuous glucose monitoring	Pulmonary embolism	Working with the media Nursing Excellence: Magnet®/ Pathway to Excellence®	• May 5, 2022	• May 11, 2022
2022-23 Annual Education an ANCC National Magnet Conference®	d Career Guide and ANCC Pathway to Excellence Conference®: C	October 13-15 in Philadelphia Annual Educat (Digit:		• June 9, 2022	• June 15, 2022
July	Delirium superimposed on dementia	Cultural sensitivity in the home	Hemothorax	• June 9, 2022	• June 15, 2022
		setting			
August (DIGITAL)	Extracorporeal membrane oxygenation therapy	Knee osteoarthritis	Listening skills	• July 21, 2022	• Ju;y 29, 2022
September ANCC National Magnet Conference® and ANCC Pathway to Excellence	oxygenation therapy • Medication titration		Listening skills Mindful self-compassion Nursing Excellence: Magnet®/ Pathway to Excellence®	• July 21, 2022 • August 11, 2022	• Ju;y 29, 2022 • August 17, 2022
September ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference®: October 13-15 in Philad October ANCC National Magnet Conference® and ANCC Pathway to Excellence	Medication therapy Medication titration elphia Pharmacologic management of obesity	Knee osteoarthritis	Mindful self-compassion Nursing Excellence: Magnet®/		
August (DIGITAL) September ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference®: October 13-15 in Philad October ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference®: October 13-15 in Philad November	Medication therapy Medication titration elphia Pharmacologic management of obesity	Knee osteoarthritis Gestational diabetes Symptom management in	Mindful self-compassion Nursing Excellence: Magnet®/ Pathway to Excellence®	• August 11, 2022	• August 17, 2022

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. Every issue includes an editorial from Editorial in-Chief Lillee Gelinas, DNP, RN, CPPS, FAAN. • HealthCom Media, 259 Veterans Lane, Doylestown, PA 18901 • 215.489.7000 • MyAmericanNurse.com

Subject to change – updated 9.1.2021





MYAMERICANNURSE.COM AND NURSELINE

MyAmericanNurse.com website

Companion website to the award-winning American Nurse Journal, **myamericannurse.com** features journal archives, web exclusive articles, webinars, resource centers, and original video content. HCM offers IAB standard ad units and practices. All display banner advertisements are run-of-site with the exclusion of Continuing Education articles. Average monthly traffic includes over 250,000 visitors!

NurseLine e-newsletter:

Delivered every Tuesday to more than 80,000 opt-in readers of *American Nurse Journal*. **NurseLine** re-delivers the most popular journal articles weekly in digital format, webinars, nursing news, and exclusive information from the American Nurses Association.

Each issue features up to three banner units available in every issue (728x90).



Banner Ad Unit	File Specs	Cost-Per-Thousand*
Leaderboard*: Super, Standard (Mobile: 320 x 50 px)	970 x 90 px or 728 x 90 px	\$75/M
Medium Rectangle	300 x 250 px	\$50/M

* For Leaderboard and Super Leaderboard sizes, please supply $320 \times 50 \text{ px}$ ad unit for mobile optimization and viewability.

Banner Ad Unit	Banner ad size	Issue Rate
Leaderboard Banner 1	728 x 90 px	\$1,450
Leaderboard Banner 2	728 x 90 px	\$1,250
Leaderboard Banner 3	728 x 90 px	\$1,150

Digital Ad Guide









CUSTOM PUBLISHING AND PROJECTS

Custom Publishing and Projects – American Nurse Journal

Webinars: Develop a thought leadership, multi-channel webinar campaign that highlights best practices in key clinical areas aligned to your product or brand education initiatives. Our turn-key events include all production services and tailored marketing campaign to promote audience registration and engagement to our nursing audience. Clients will receive metric and leads throughout the campaign.

- Client/HCM selects speaker(s)
- Live or pre-recorded presentation using On24 Webinar Services
- Live or a pre-recorded Q&A
- Audience generation campaign
- Metric reporting
- OnDemand campaign (post-live event)
- Content development subject to HCM Webinar Protocol

Advisor Series Resource Centers: Advisor Series Resource Center (ASRC) are site-based resource centers featuring topics in key clinical areas and interest. ASRC's leverage SEO and e-mail marketing tactics to drive engagement with a key, targeted audience. Sponsor's have the opportunity to own 100% share of voice on their preferred topics and received a custom marketing plan to reach their core audience.

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.

Editorial Advocacy/Special Reports: A Special Report, also referred to as an Editorial Advocacy, are sponsored, fully independent reports that are published for distribution with one of our journals or online and can serve as an independent thought leadership report. Editorial direction, content development and design is provided by the American Nurse editorial team. Formats may include white papers, patient handouts, infographics, podcasts, video, e-books, and more.

Custom E-Mail Marketing: Launch a custom e-mail marketing campaign to reach your targeted nursing audience via location, highest level of degree, specialty, and more. Custom campaigns can include targeted e-mail blasts or custom, single-topic e-newsletters with 100% share of voice.

For more information and pricing, please contact:





ANA MEMBER NEWS E-NEWSLETTER





Member News, delivered exclusively to ANA members, keeps RNs up to date on current nursing and healthcare issues plus essential resources and events from ANA.

Demographics

Member News is distributed to approximately 155,000 ANA registered nurse members bi-weekly.

- 90% of readers find the content very or somewhat useful.
- 63% of Member News readers read it every week or every other week.
- 79% of readers find the resources in *Member News* valuable
- 62% of readers read most or some of each issue of *Member News*
- The average open rate for the bi-weekly issues of Member News is 18.28%

Member News is 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

Editorial Overview

Member News is part of the American Nurses Association member communications program that includes American Nurse Journal, OJIN: The Online Journal of Issues in Nursing, and Frontline (published within American Nurse Journal).

This bi-weekly e-newsletter is deployed on Fridays (exluding the Fridays after Thanksgiving and Christmas).

Advertising Opportunities

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

PLEASE NOTE:

Member News 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.

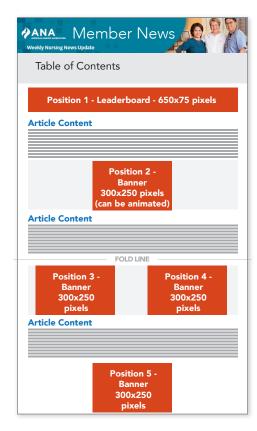
Rates

- Position 1: leaderboard \$2,050
- Position 2: above the fold . . . \$1,750
- Position 3 & 4: side-by-side . . \$1,250Position 5: bottom \$975

Questions regarding production?

Please contact Chris Evans Gartley, cevansgartley@healthcommedia.com or your Account Manager.

For advertising





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. 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 – The average open rate for the OJIN emails is 18.21%
- Total of almost **1.4 million** visitors to *OJIN* between January 1, 2020 through December 31, 2020, up from just under **1.3 million** visitors in 2019.
- 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 2022
 - January: Racism in Nursing
 - May: Nurses contributing to the Affordable Care Act/ Health Policy
 - September: Nurses and Disabilities
- 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, 2022. Advertisers also receive a 200 x 200 banner on *OJIN* site: (http://ojin.nursingworld.org/) for the months of June, July, August and September.

Premier Sponsorship\$2,575

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.....\$2,050

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.....\$1,600

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\$1,050

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.

ANA OFFICIAL WEBSITE: NURSINGWORLD.ORG





The American Nurses Association (ANA) is the premier organization for nurses, representing the interest of more than 4 million registered nurses in the United States. ANA is at the forefront of improving quality of health care for all. Founded in 1896, and with members in 50 states and U.S. territories, ANA is the strongest and most powerful voice for nurses.

ANA is now allowing advertising on their official website: **www.nursingworld.org**, providing advertisers with real time access to millions of nurses who visit the website monthly.

Nursingworld.org offers more than 2.6 MILLION advertising impressions each month served to the 400,000+ active unique users who are visiting the site regularly.

Two ad positions are available, both above the fold (ATF)!

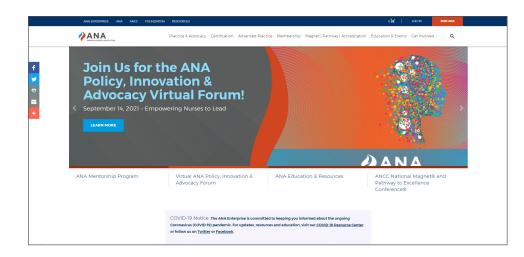
- 728x90
- 970x250

Special rates available: \$40/M; 50,000 impression minimum or \$2,000 NET spend.

Additional Opportunity: Re-targeting

Sold in increments of 120,000 impressions, \$4,950 minimum.

- Creative specs required:
 - Dimensions: 728x90, 160x600, 300x250, 320x50, 300x50
 - Max File Size: 150kb
 - Accepted File Formats: jpeg / gif / animated gif
 - URL: Needed from advertiser
 - Campaign Title:
 - Start Date:
 - End Date:



Questions regarding digital advertising programs?

Contact your Account Manager for more information and ways to bundle savings with ANA's other premier platforms including, *American Nurse Journal*, ANA *Member News* e-newsletter, and e-mail and mailing list rentals.

Contact for more information:

Associate Publisher, HealthCom Media

John Travaline Associate Publisher 215-558-3900 jtravaline@healthcommedia.com

*The IAB defines viewability standard as being at least 50% of the ad showing on screen for a minimum of one second.





ANA CAREER CENTER: JOBS.ANA.ORG



Recruit Nurses with the American Nurses Association jobs.ana.org

Now more than ever, there is a growing need for skilled nurses. Recruit from thousands of highly qualified ANA members looking to advance their career with the ANA Career Center. Post your career opportunities and have direct access to some of the top nurses working across all specialties.

On Our Platform, Employers Can:

- Partner with American Nurses Association Journal, American Nurse the trusted, peer-reviewed clinical journal representing the interests of the nation's 4.2 million registered nurses.
- Reach qualified nursing job-seekers through optimized job postings for all areas of health care
- Develop brand recognition through customized company profiles
- Target over 44,000 qualified opt-in nurses through Job Flash ™ capability
- Increase distribution and awareness through our network of over 1,000+ partner job boards.

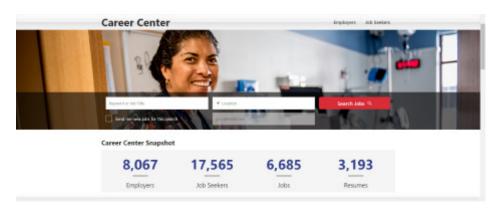
Job Posting Options:

- Single job posting: \$299* for 30 days
- Job Flash Package™ Job Posted and Emailed to 44,000 Nurses: \$499.00*
- Job Flash Package™ + Network of >1,000 Nursing Job Board Network \$699.00*
- Premium Job Flash Package™ Plus ANA Smart Brief \$899.00*

BEST EXPOSURE — Recruitment Ad /Branding Ad Upgrade:

Maximize your reach to the nursing market with this upgrade:

- Half Page Full Color Display Ad in ANA Journal American Nurse
- Web Banner (Medium Rectangle) ad on MyAmericanNurse.com, companion website to American Nurse Journal (20,000 impressions)
- Link in Nurseline E-Newsletter reaching over 100,000 opt-in nurses (Your 30 day standard posting included)
 - Total \$5,439*



Contact

Account Director, HealthCom Media

Mary Chris Schueren 267-893-6463 mschueren@healthcommedia.com

Associate Publisher, HealthCom Media

John Travaline 215-559-3900 jtravaline@healthcommedia.com



^{*}All pricing Net

ANA TARGETED EMAIL



Targeted e-mail opportunities with American Nurses Association

The American Nurses Association now offers the opportunity for partners to send a brand or corporate message directly to the email or home address for all of the subscribed nurses in the ANA data-base. ANA offers both its total universe database or ANCC database of nurses.

ANA Total Universe: 1,082,000+ RNs, base rate: \$200/M; \$1,000 minimum

Common targeting include (\$15/M add-on base rate):

- License: RN, NP, LPN, APRN, FNP
- Practice Setting: inpatient hospital care, outpatient hospital care, Schools of Nursing, Community/Public Health, Home health, Military, and more
- Degree level: Associates, Bachelor's, Baccalaureate, Master's, Doctorate
- Specialty area: more than 20 specialties to select from
- Organization: Acute care, ambulatory, long term, military, schools
- Other selects: age, income, degree, ethnicity, and more

ANCC List Targeting

The American Nurses Credentialing Center (ANCC) has offered nursing special-ty certification for over 35 years, and today serves as the largest and most prestigious nursing credentialing organization in the U.S. ANCC certificants are all highly qualified, certified registered nurses (RNs), with approximately half who are advanced practice nurses (over 70% of which are NPs – Nurse Practitioners). They all have met strict education/eligibility requirements and passed the exam for their specialty and advanced practice area; which includes gerontology, medical-surgical, pediatrics, perinatal, nursing administration, cardiac-vascular, pain management, psychiatric and mental health nursing (selectable, among others).

ANCC Total Universe: 62,000, base rate \$250/M (\$1,000 minimum)

Certifications (\$25/M add-on to base rate):

Acute Care Nurse Practitioner, Adult Nurse Practitioner, Adult Psychiatric and Mental Health Nurse Practitioner, Adult-Gerontology Acute Care Nurse Practitioner, Adult-Gerontology Clinical Nurse Specialist, Adult-Gerontology Primary Care Nurse Practitioner, Advanced Diabetes Management Clinical Nurse Specialist, Advanced Forensic Nursing, Advanced Genetics Nursing, Advanced Public Health Nursing, Ambulatory Care Nurse, Cardiac Rehabilitation Nurse, Cardiac/Vascular Nurse, Certified Vascular Nurse, Clinical Nurse Specialist Core, Clinical Nurse Specialist in Adult Health, Clinical Nurse Specialist in Adult Psychiatric and Mental Health, Clinical Nurse Specialist in Child and Adolescent, Psychiatric and Mental Health, Clinical Nurse Specialist in Gerontology, Clinical Nurse Specialist in Home Health Nursing, Clinical Nurse Specialist in Pediatrics, Clinical Nurse Specialist in Public/Community Health, College Health Nurse, Community Health Nurse, Emergency Nurse Practitioner, Faith Community Nursing, Family Nurse Practitioner, Fundamentals of Magnet, General Nursing Practice, Genetics Nursing, Gerontological Nurse, Gerontological Nurse Practitioner, Guided Care Nursing, Hemostasis Nursing, High-Risk Perinatal Nurse, Home Health Nurse, Informatics Nurse, Medical Surgical Nurse, National Healthcare Disaster, Nurse Executive, Nurse Executive Advanced, Nursing Case Management, Nursing Professional Development, Pain Management Nurse, Pediatric Nurse, Pediatric Primary Care, Nurse Practitioner, Perinatal Nurse, Psychiatric - Mental Health Nurse Practitioner, Psychiatric and, Mental Health Nurse, Rheumatology Nursing, School Nurse Practitioner

For more information, please contact:

Associate Publisher, HealthCom Media



