



2023 MEDIA KIT & ADVERTISING RATE CARD

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AANA MEETINGS 2023

ASSEMBLY OF DIDACTIC AND CLINICAL EDUCATORS (ADCE)

Austin, TX

JW Marriott

February 23 - February 26

A platform for thought leadership in
nurse anesthesia education.

MID-YEAR ASSEMBLY

Washington, DC

JW Marriott

April 29 - May 3

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

AANA 2023 ANNUAL CONGRESS

Seattle, WA

Seattle Convention Center

August 18 - August 23

The largest networking and education
event in nurse anesthesiology.

AANA LEADERSHIP SUMMIT

Fort Lauderdale, FL

Marriott Harbor Beach Resort & Spa

October 19 - October 22

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

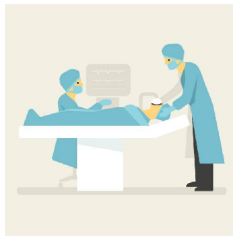
Nurse Anesthetists are a key target audience. . . why you should be talking to them



1

AANA

The American Association of Nurse Anesthesiology was founded in 1931 as the professional association for the specialty and represents more than 59,000 CRNAs and student RN anesthetists nationwide.



2

CRNAs Role in Patient Care

- CRNAs practice in many healthcare settings - anywhere anesthesia is delivered.
- CRNAs are the sole anesthesia provider in nearly all rural hospitals
- CRNAs are the primary anesthesia services provider to men and women in the US Armed Forces



3

AANA Journal

- Published bimonthly in both print and digital formats
- Peer-reviewed, double-blinded scrutiny of 45 reviewer gatekeepers
- Highly valued membership benefit

5

AANA Online

Official professional website for nurse anesthetists and serves as a gateway to up-to-date information about professional meetings, education, resources, advocacy, membership news and AANA Journal information - www.aana.org



4

AANA Readership

- Journal contains important content - information is valuable to all readers - even newer practitioners!
- 45.9% of our readers prefer print
- 36.4% prefer accessing information via our digital app
- 20.7% of readers prefer online issues
- 41.7% of CRNA's practicing less than 5 years prefer print issues



ANESTHESIA ESSENTIAL & CRNA CAREERS

4

ANESTHESIA ESSENTIAL THE OFFICIAL EMAIL NEWSLETTER

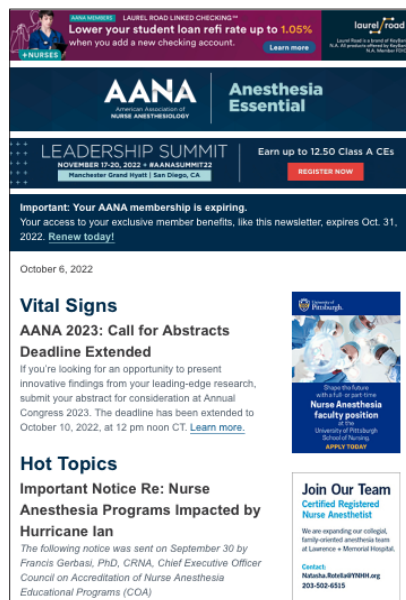
Anesthesia Essential, the AANA's weekly electronic newsletter, offers AANA members succinct, timely news about the AANA, nurse anesthesia practice, federal and state government affairs, the AANA Foundation, and more. Each issue includes Healthcare Headlines, a compendium of abstracts of articles, and 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@healthcommmedia.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 \$575.00
- Premium Anesthesia Essential Package \$775.00
- Ultimate Anesthesia Essential Package. \$975.00

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.

crnacareers.com is a self-serve career site. Create your account, place your order, and pay by credit card or have an invoice sent. Check performance, edit and update your job for the duration of the posting order.

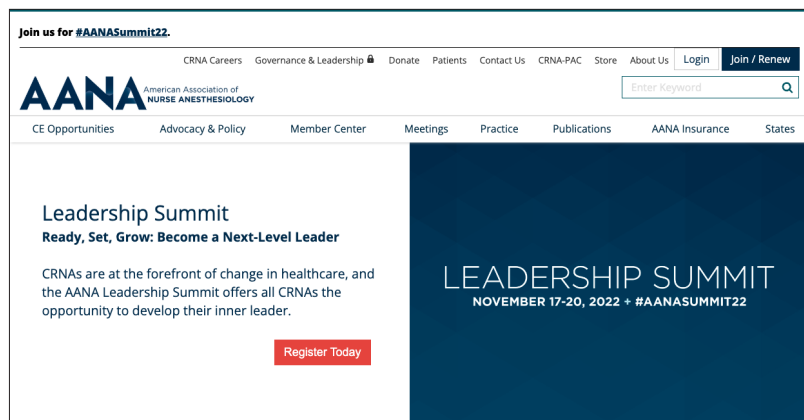
25%

Average Open Rate

54,000+

Opt-in Recipients

Leaderboard Ad 728 x 90 pixels (w x h)	Vertical Ad 160 x 240 pixels (w x h)
\$2,675	\$995



AANA.COM

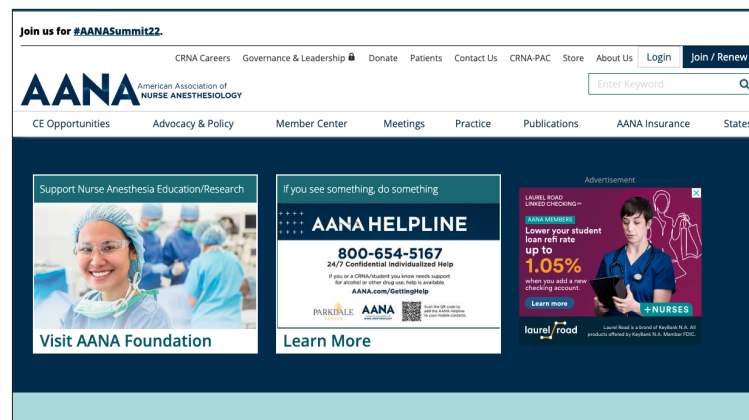
AANA.com is one of the first places that CRNAs go to search for information regarding their profession. AANA's homepage is the gateway for members to find up-to-date information on meetings, education, resources, advocacy, membership news and AANA Journal information.

Scalable to fit any budget!

AANA.com generates more than 295,000 page views on average each month. When you place your 300 x 250 px banner ad on the website, 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

Impressions

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

Impressions

SEND WEBSITE ASSETS TO:

Chris Evans Gartley, cevansgartley@healthcommedia.com

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?

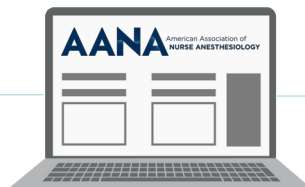
1

An internet user visits the AANA website



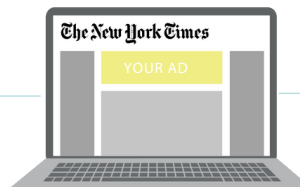
2

The user exits the website



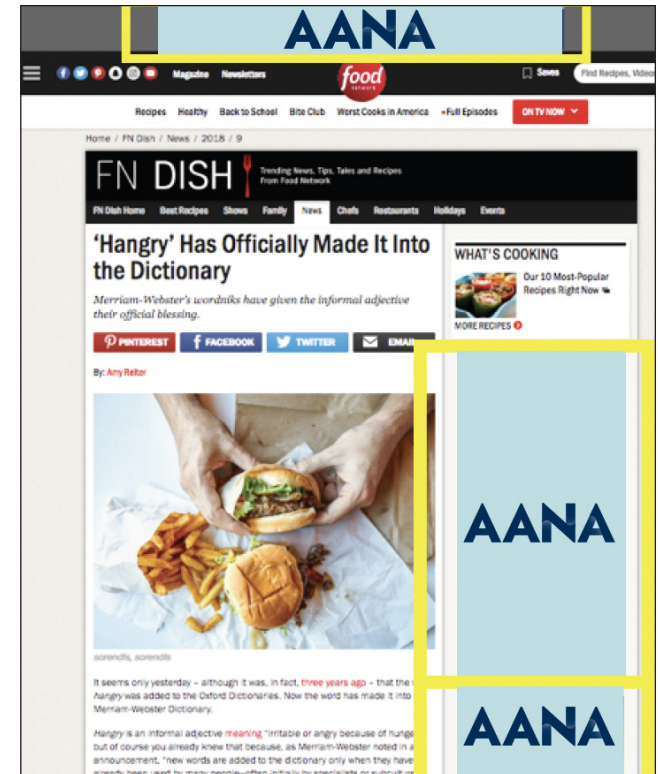
3

Your ad will be displayed on other websites the user visits



Ad sizes 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.

AANA EBLAST & AANA DIRECT MAIL

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AANA Eblast

Reach the audience of CRNA or geo-target to directly connect and message to the CRNA with your branding and content. Your message will benefit from the access and database intelligence of the AANA CRNA list. HealthCom Media (HCM) partners with the AANA as the only official provider of the active CRNA member database. Your targeted and branded message can be directed to this highly specialized and engaged group of nursing professionals, and benefit from the access and intelligence of their official association.

Eblast strategic activity format ideas:

- Announce new products
- News/Special Events
- Link to offers
- Case Studies/White papers
- Awareness Campaigns
- Recruitment for staffing and open position

Rate	\$200/CPM
Production Setup (Geo and demographic targeting)	\$250

HTML production fee may apply (\$150)

AANA Direct Mail

Reach AANA active members by renting the AANA mailing list through a USPS direct mail campaign.

AANA Active Member list:	\$165/M
Approved CE Provider Rate:	\$115/M
State Nurse Anesthetist Association Rate:	\$90/M



A Message from Our Supporters



School of Nursing




Join our faculty!
The University of Pittsburgh School of Nursing has full and part-time non-tenure stream positions open within the Department of Nurse Anesthesia.



John M. O'Donnell
DrPH, MSN, RN, CRNA, CHSE, FSSH, FAANA
Professor and Chair,
Department of Nurse Anesthesia

Faculty receive dedicated time and resources to travel to present professional opportunities for certification and

"Paying it forward by guiding students in their pursuit of becoming"



47th Annual Mayo Clinic Seminar for Nurse Anesthetists 2022

Course Highlights

- Review the four areas of emphasis on the CPC Assessment
- Pharmacology credits available
- Evening networking reception
- Poster sessions of scholarly projects and latest evidence
- Point-of-care ultrasound Ultrasound workshop

Mayo Clinic School of Continuous Professional Development
ce.mayo.edu | cme@mayo.edu | 800-323-2688

Mayo Clinic
200 First Street SW
Rochester, MN 55905

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAYO CLINIC

ELECTRONIC SERVICE REQUESTED

NOVEMBER 9-11, 2022
LIVE & LIVESTREAM
Hilton Rochester - Mayo Clinic Area
Rochester, MN

ce.mayo.edu/cna2022

Director of Sales

Susan Levey
Office: 215-489-7003 | Cell: 609-558-6214
slevey@healthcommedia.com

3rd Party Emails

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General Design:

- Design with tables—Most email clients don't support formatting with div tags, so we recommend using tables to structure your email templates. Make it responsive.
- Specify cell widths—Setting the width of all table cells renders them consistently across email clients.
- Use nested tables—Many major email clients do not support floats, margins, or padding. To position elements and mimic margins and padding, use nested tables with specified cell widths.
- Subject line submitted should have no more than 30-50 characters.
- Maximize visibility—We suggest making your designs no more than 600 pixels wide.
- Use inline styles—Some major email clients don't support CSS in emails, so default to inline styles to format text.
- Specify formatting—Define the font family, color, and sizes for all text in your template.
- No usage of any Flash or JavaScript allowed, and is not supported by email clients.
- Avoid empty tags—HCM's email editor strips empty HTML tags from source code. To use empty tags for formatting, you can add a between the tags to prevent them from being removed.

Images

- Limit images—Some spam filters consider image-heavy emails spam, and some email clients don't render images by default. More is less (more type-less images).
- The maximum size we'd recommend is 100KB, as anything over can lead to deliverability and display issues. For example, Gmail will clip your html at 102KB. Clipping will hide the end of your email and can break your layout.
- Most emails should easily come in under 50KB. However, sometimes complex progressive enhancements or a large amount of campaign content results in a larger file size.
- Images no more than 72 ppi and max width of 600 ppi (e.g. headers) in JPEG or PNG format.
- Avoid using a background image—Some email clients do not support background images. If you do use one, set a background color as an alternative in case the image doesn't load.
- Use alt tags for your images—Alt tags display text when images don't load.
- Use absolute URLs for your image locations—For example, instead of `img src="images/headline.gif"`, use `img src="http://go.HCM.com/images/headline.gif"`.
- Be specific about size—Specify height and width for all images.

Links

- Use absolute URLs for all your links—For example, instead of `www.HCM.com/help` use `https://www.HCM.com/help`.
- Limit the number of links—Some spam filters consider emails with too many links to be spam.
- Hyperlink your links—Hide the URLs behind text. HCM rewrites all links beginning with `http://` and `https://` to track your prospect's activities. If the link is not hidden behind text, prospects can see the full rewritten link in the email.
- When using Handlebars Merge Language (HML) merge fields to personalize content.

Email includes two deployment email tests. Additional deployment tests and files that are not complete/noncompliant will be processed as follows:

- If any further rounds of edits and testing are required, an additional fee of \$300 will be assessed for each round of recoding and retesting that occurs before the message is sent by HCM.
- If HCM staff is required to correct source code, client will be assessed a fee of \$300 per hour.
- If edits arrive to HCM staff less than 3 business days before the scheduled send date, the email might be rescheduled or if HCM staff allows it, \$300/ hour to process the email deployment.
- If the vendor decides to cancel the deployment within the 7-day window, full payment will be due.
- HTML fee: If the client does not have the ability to create the HTML, then HCM will be happy to provide this service for layout, design, and production at a cost of \$300. Please send copy, call-to-action (CTA), logo file and images you would like our graphic designer to utilize. (If images can not be supplied by client, we have the option of stock photography).

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. 2023 rates will be in effect for all advertisers as of the February 2023 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:** 56,000+
- **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 2023: Advertising rates effective February 2023 issue.

Black and White Rates 2023			
Frequency	Full Page	1/2 Page	1/4 Page
1x	\$5,800	\$4,650	\$3,485
3x	\$5,725	\$4,600	\$3,450
6x	\$5,650	\$4,525	\$3,425
12x	\$5,550	\$4,425	\$3,375
18x	\$5,425	\$4,300	\$3,315
24x	\$5,300	\$4,150	\$3,240

Rates 2023 (includes 4/color)			
Frequency	Full Page	1/2 Page	1/4 Page
1x	\$8,675	\$7,400	\$6,175
3x	\$8,600	\$7,365	\$6,150
6x	\$8,500	\$7,315	\$6,125
12x	\$8,375	\$7,250	\$5,995
18x	\$8,225	\$7,185	\$5,950
24x	\$8,075	\$7,100	\$5,900

Cover tips and Bellybands Now Available!

Standard Cover tip

Trim size: 8.125" x 5.5"

Bleed size: 8.375" x 5.75"

\$20,000 net

Standard Bellyband

Trim size: 17.5" x 5"

Bleed size: 17.75" x 5.25"

\$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 2023 Annual Congress.

MOBILE APP NOW AVAILABLE:

Contact your rep for rates

CLOSING DATES

Schedule 2023		
Issue date	Ad closing	Material due
February	December 22	December 30
April	February 20	February 24
June	April 17	April 21
August	June 19	June 23
November	September 18	September 22

Issuance:

- Bimonthly through August, then quarterly.
- Issue Date: Second week of publication month

MECHANICAL REQUIREMENTS

Space Unit:

Ad sizes	Width		Height
Spread (Bleed)	16.5"	X	11.125"
One Page (Bleed)	8.375"	X	11.125"
One Page (Non-bleed)	6.75"	X	9.1875"
1/2 Page (Vertical)	3.25"	X	9.1875"
1/2 Page (Horizontal)	6.75"	X	4.5"
1/4 Page (Vertical only)	3.25"	X	4.5"
Trim size of Journal: 8.125" x 10.875"			

Bleed: Bleed area is .1/8 (.125)" outside trim on all sides. Live area must be at least 1/4 (.25)" 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 8.375" w x 11.125" h
 - *Folded 2-page spread (untrimmed):*
 - Minimum 5" w x 11.125" h; Maximum 8.375" w x 11.125" h
 - *AANA Journal final trim size:* 8.125" x 10.875"
 - *Maximum paper weight:* 100#, 70#, or 80# preferred
 - *Quantity:* Varies by issue. Please call for quantities plus 5% waste
- BRC's
 - *Minimum Size:* 7" x 5.5" (untrimmed); allow 1/8 (.125)" 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.

PUBLISHER**American Association of Nurse Anesthesiology**

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