AMERICAN NURSE

The official journal of the 🔥 **ANA**
AMERICAN NURSES ASSOCIATION

2023 MEDIA KIT
& ADVERTISING RATE CARD
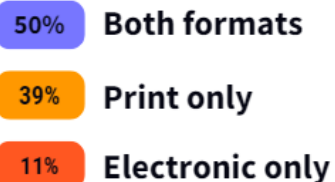
A HEALTHCOM MEDIA BRAND **HCM** HEALTHCOM MEDIA

According to the 2022 Gallup Poll, for 20 consecutive years, nurses have been rated the #1 most trusted healthcare profession. Nurses also spend the most time providing direct patient care... and answering questions about many aspects of patient care, including medical devices, medications and more.
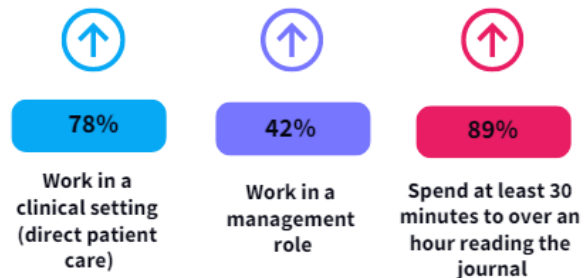
Our readers are engaged, active and interested!

80%
of our readers talk to patients, friends and family about health and wellness programs with 51% recommending products/services

63%
of our readers talk to patients, friends and family about medical devices with 33% indicating they make recommendations

44%
of our readers tell us they (or their management team) have influence over the purchase of clinical and medical devices in their institutions

73%
of our readers indicate they spend the most time with the PRINT edition of the ANJ

75%
of our readers talk to patients, friends and family about over-the-counter medications with 47% making recommendations

68%
of our readers indicate they talk to patients, friends and family about prescription medications

When asked which format (print or electronic) they spend more time reading the journal, 73% of our readers indicate they spend the most time with the print edition

50%	**Both formats**
39%	**Print only**
11%	**Electronic only**

Our readers

78%	42%	89%
Work in a clinical setting (direct patient care)	Work in a management role	Spend at least 30 minutes to over an hour reading the journal

Publishing Staff

PUBLISHER
Gregory P. Osborne
215-489-7001

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

Sales Staff

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

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

ASSOCIATE PUBLISHER, PHARMACEUTICAL ADVERTISING SALES
Diane Carpenteri
215-489-7000 ext. 126
dcarpenteri@healthcommedia.com

ADVERTISING SALES
Justin Seng
215-489-7000 ext. 118
jseng@healthcommedia.com

Ryan Steiner
215-489-7000 ext. 115
rsteiner@healthcommedia.com

Editorial Staff

EDITOR-IN-CHIEF
Lillee Smith Gelinas, MSN, RN, CPPS, FAAN

EXECUTIVE EDITORIAL DIRECTOR
Cheryl Mee

MANAGING EDITOR
Julie Cullen

COPY EDITOR
Anna Tecson

ART DIRECTOR
David Beverage

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

MARKETING
Craig Veltri

WEB DEVELOPER
Michelle Rush

GRAPHIC DESIGNER & DIGITAL MEDIA COORDINATOR
Aileen Schulcz

For advertising inquiries, please contact:

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

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.

- Cover 4 & Center Spread **50%**
- Cover 2 . . . . **40%**
- Cover 3 . . . . **25%**
- Opposite ANA President's Message **15%**
- Opposite Editorial from Editor-in-Chief **15%**

Discount Structures: Ask your Account Manager about multi-channel and non-profit advertiser 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, 2023

PRINT ISSUES (NET rates include 4/color)

Page	1x	3x	6x	12x	18x	24x	36x
Full	15,970	15,550	15,150	14,410	13,970	13,560	13,090
2/3	11,650	11,360	11,080	10,520	10,210	9,910	9,560
Island	11,330	11,040	10,760	10,240	9,930	9,630	9,300
1/2	9,130	8,980	8,670	8,250	8,000	7,750	7,480
1/3	6,560	6,390	6,230	5,910	5,740	5,570	5,380
1/4	5,440	5,310	5,180	4,920	4,770	4,630	4,470

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

Page	1x	3x	6x	12x	18x	24x	36x
Full	7,650	7,460	7,280	6,920	6,710	6,510	6,280
2/3	5,600	5,450	5,320	5,050	4,900	4,760	4,590
Island	5,450	5,290	5,180	4,910	4,770	4,630	4,460
1/2	4,390	4,280	4,160	3,960	3,850	3,730	3,600
1/3	3,160	3,080	2,990	2,850	2,770	2,690	2,580
1/4	2,600	2,550	2,490	2,360	2,300	2,230	2,140

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.

Print Advertising Cancellation Policy: Written cancellation of orders must be received at least 7 days prior to publication close date and will be subject to short rates, if applicable. Print advertising scheduled within more than 7 days prior to publication close date, may be rescheduled to a later date within the next 12-month period. Any order canceled less than 7 days prior to publication or after publication date will incur the full insertion cost.

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"

Full page non-bleed 7" x 9³⁄₄"

Full page bleed 8¹⁄₄" x 11¹⁄₈"

1/2 page vertical non-bleed 3³⁄₈" x 9³⁄₄"

1/2 page vertical non-bleed 4" x 11¹⁄₈"

1/4 page 3³⁄₈" x 4³⁄₄"

1/2 page horizontal non-bleed 7" x 4³⁄₄"

1/2 page horizontal bleed 8¹⁄₄" x 5¹⁄₂"
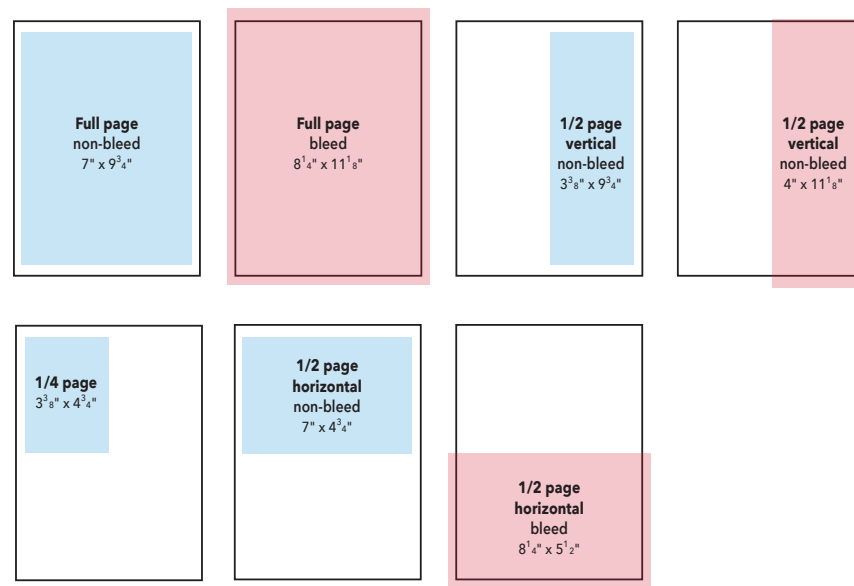
GENERAL INFORMATION

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 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:
  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

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 specialities 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	Special Sections	Ad Space Reservation	Ad Material Due
January	• Trends and salary survey results	• Stroke	• Nursing Excellence: Magnet®/ Pathway to Excellence®	• December 2, 2022	• December 9, 2022
February	• EBP wound care	• Lung cancer treatment symptom management		• January 6, 2023	• January 11, 2023
March *NTI: May 22-24 in Philadelphia*	• Post falls assessment	• Mpox		• February 3, 2023	• February 8, 2023
April *NTI: May 22-24 in Philadelphia*	• Stroke mobile care units	• Ethics and Shared Governance	• 2023 National Nurses Week, *Thank You* Section and AllPro Nursing	• March 10, 2023	• March 15, 2023
May	• Improving care for Native American elders	• Management of heart failure guidelines update	• Celebrating Nurses Month	• April 7, 2023	• April 12, 2023
June	• Neonatal abstinence syndrome	• UTI optimizing best practices	• Nursing Excellence: Magnet®/ Pathway to Excellence®	• May 5, 2023	• May 10, 2023
2023-24 Annual Education and Career Guide *Magnet Conference in Chicago and NTI Conference in Denver*		Annual Education Guide (Digital)		• June 9, 2023	• June 14, 2023
July	• Resuscitation post cardiac surgery	• Effect of climate change on health		• June 9, 2023	• June 14, 2023
August (DIGITAL)	• Population health	• Oncologic emergencies		• July 14, 2023	• Ju;y 20, 2023
September *ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference®: October 11-13 in Chicago*	• Reimagining nursing's social contract with the public	• Obesity and pharmacologic management	• Nursing Excellence: Magnet®/ Pathway to Excellence®	• August 11, 2023	• August 16, 2023
October *ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference®: October 11-13 in Chicago*	• Hepatitis C	• Skin failure		• September 8, 2023	• September 13, 2023
November	• PrEP adherence (pre exposure prophylaxis for HIV prevention)	• Preventing Infections from intravascular catheters		• October 6, 2023	• October 11, 2023
December (DIGITAL)	• Patient behaviors/education to reduce chronic disease	• Preparing for Joint Commission surveys		• November 17, 2023	• November 22, 2023

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 Editor-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 3.6.2023

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).
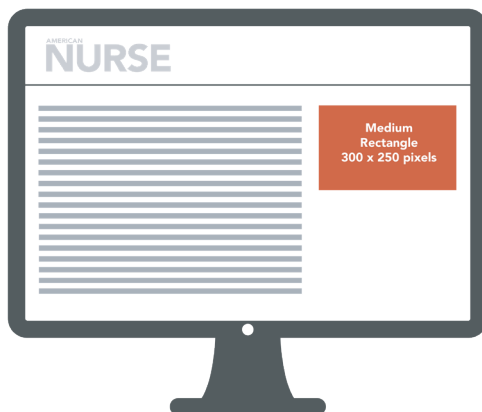
Banner Ad Unit	File Specs	Cost-Per-Thousand
Leaderboard*: Super, Standard (Mobile: 320 x 50 px)	970 x 90 px or 728 x 90 px	$80/M
Medium Rectangle	300 x 250 px	$55/M

* For Leaderboard and Super Leaderboard sizes, please supply 320 x 50 px ad unit for mobile optimization and viewability.

Banner Ad Unit	Banner ad size	Issue Rate
Leaderboard Position 1	728 x 90 px	$1,650
Position 2	728 x 90 px	$1,450
Position 3	728 x 90 px	$1,350

Website/Email Advertising: Client Supplied materials are due at least 7 business days before deployment. Materials not received 7 days prior to deployment will be assessed a $150 fee. If materials for a new ad are not received by the due date, HCM has the right to run the most recent ad. If no prior ad is available, HCM will run a house ad and the client will be responsible for the cost of the original insertion order.

Medium Rectangle 300 x 250 pixels

Super Leaderboard Ad - 970 x 90 pixels

Standard Leaderboard Ad - 728 x 90 pixels

Mobile Leaderboard: 320 x 50 px
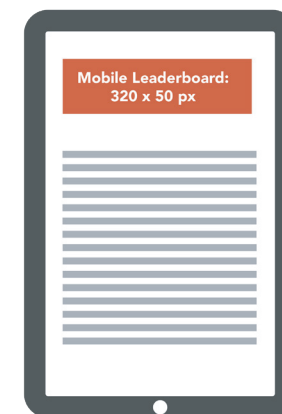
CUSTOM PUBLISHING AND PROJECTS –
AMERICAN NURSE JOURNAL

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.

Special Project Policy: Special projects are considered those outside of traditional media (print, website advertising) and focus on content and/or informational data developed with audience in mind. Projects include, but are not limited to: webinar, podcasts, editorial advocacy, white papers, case studies, research, and more. Canceled projects will be subjected to a 50% penalty and 100% of fixed costs absorbed by HCM.

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

GENERAL INFORMATION

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 38% in 2022

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 (excluding 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.
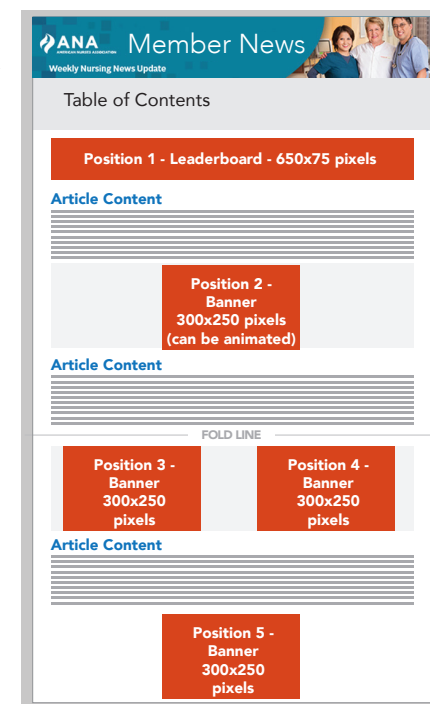
Rates

- Position 1: leaderboard. $2,200
- Position 2: above the fold. . . $1,900
- Position 3 & 4: side-by-side. . $1,450
- Position 5: bottom $975

Questions regarding production?

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

For advertising

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

ANA Member News
Weekly Nursing News Update

Table of Contents

Position 1 - Leaderboard - 650x75 pixels

Article Content

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

Article Content

FOLD LINE

Position 3 - Banner 300x250 pixels

Position 4 - Banner 300x250 pixels

Article Content

Position 5 - Banner 300x250 pixels

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 31%
- A total of almost 1.3 million visitors to OJIN between January 1, 2021 through December 31, 2021 (compared to almost 1.4 million 2021).
- 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 2023
  - January: Mental health and trauma informed care for nurses
  - May: Virtual opportunities for nurses
  - September: Firearm safety
- 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 $4,000
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. . . . . $2,500
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. . . . . $2,000
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.

Medium Rectangle — Position 3 and 4 . . . . . $1,800
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.

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)!
- 728 x 90
- 970 x 250

**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,
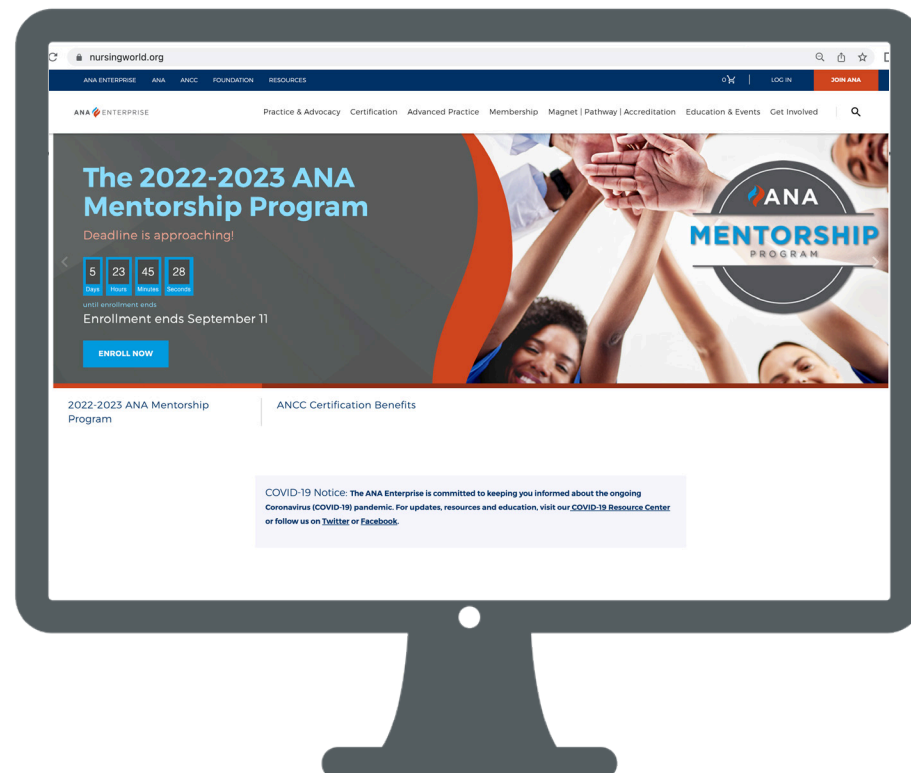
American Nurse Journal, ANA Member News e-newsletter, and e-mail and mailing list rentals.

Contact for more information:
Associate Publisher, HealthCom Media
John Travaline
Associate Publisher
215-558-3900
jtravaline@healthcommedia.com
*The IAB defines view-ability standard as being

ANA
AMERICAN NURSES ASSOCIATION

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.
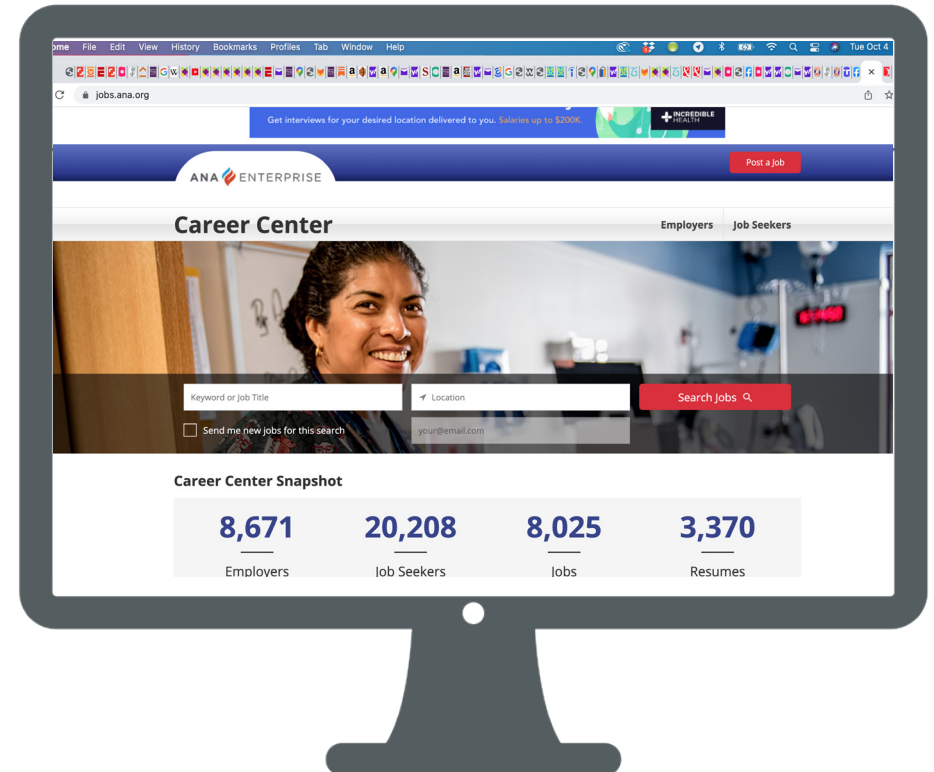
Job Posting Options:

- **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 80,000 opt-in nurses
- (Your 30 day standard posting on jobs.ana.org included)
  — Total $5,900*

*All pricing Net

Career Center

Employers | Job Seekers

Career Center Snapshot

8,671	20,208	8,025	3,370
Employers	Job Seekers	Jobs	Resumes

Contact
Account Director, HealthCom Media
Mary Chris Schueren
267-893-6463 • mschueren@healthcommedia.com

ANA
AMERICAN NURSES ASSOCIATION

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

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).

AMERICAN NURSE
2023 MEDIA KIT
& ADVERTISING RATE CARD

A HEALTHCOM MEDIA BRAND

HCM
HEALTHCOM MEDIA