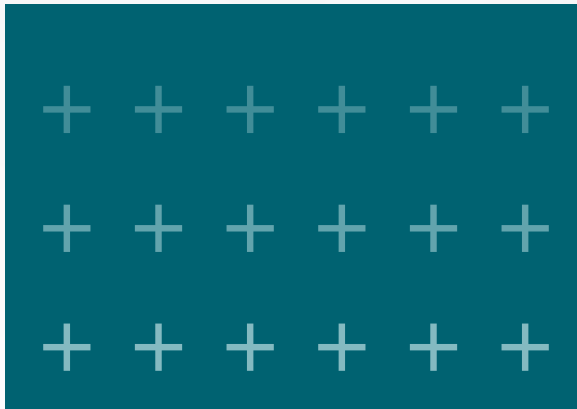
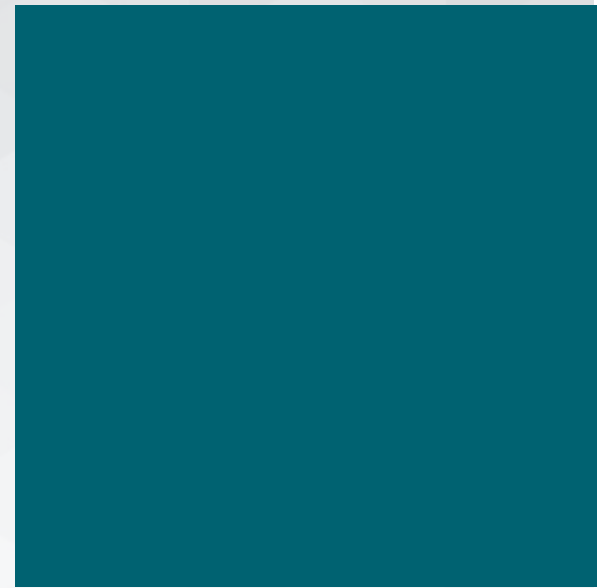


AANA

American Association of
NURSE ANESTHESIOLOGY



2026 MEDIA KIT & ADVERTISING RATE CARD

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About the AANA Audience



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 Anesthetists (CRNAs) have digital and optional print access to the Journal, which provides a forum for this vital and long-established specialty in healthcare, delivery and investigate issues, ideas, and innovations that advance the practice of nurse anesthetists. 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. 2026 rates will be in effect for all advertisers as of the February 2026 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.



print circulation is estimated at 13,000 for February 2026, revisit in March, maybe 15-20,000

Circulation

- **Total Circulation:** 69,000+ members opt in to digital or print.
- **Circulation Verification:** Sworn Statement and U.S. Post Office Records controlled circulation mail.
- **Coverage and Market:**
Coverage: National
Market Served: Certified Registered Nurse Anesthetists (CRNA), nurse anesthesia educators, Registered Resident Nurse Anesthetists (RRNA), and other allied healthcare personnel

ADVERTISING RATES

Display rates are effective with the February 2026 issue.

Rates 2026 (includes 4/color)			
Frequency	Full Page	1/2 Page	1/4 Page
1x	\$9,370	\$7,850	\$6,550
3x	\$9,285	\$7,820	\$6,520
6x	\$9,180	\$7,755	\$6,500
12x	\$9,045	\$7,695	\$6,355
18x	\$8,875	\$7,620	\$6,315
24x	\$8,720	\$7,530	\$6,260

Cover Tips and Bellybands Now Available!

Standard Cover Tip*

Trim size: 8.125" x 10.825"

Bleed size: 8.375" x 11.125"

*Contact sales rep. for pricing.

Standard Bellyband

Trim size: 17.5" x 5"

Bleed size: 17.75" x 5.25"

*Contact sales rep. for pricing.

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

- Single leaf (2-page, printed front and back): \$13,500
- Four-page (2 pages, both sides): \$22,500
- Six-page: \$31,500
- BRC with full page ad: \$1,200 tip-in charge; non-commissionable

AANA Annual Congress Distribution:

Take advantage of the bonus distribution of the AANA Journal at the 2026 Annual Congress



MOBILE AUDIO APP NOW AVAILABLE:

Contact your rep for rates

CLOSING DATES

Schedule 2026		
Issue date	Ad closing	Material due
February	December 18	January 2
April	January 28	February 26
June	March 25	April 23
August - Congress Issue	May 27	June 18
October	July 22	August 27
December	September 23	October 22

Issuance:

- Bi monthly
- Issue Date: Second week of publication month

*The ad must accommodate the Journal's nameplate and a rectangle for the mailing address.

MECHANICAL REQUIREMENTS

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 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

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. 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. Call for quantities plus 5% waste

AANA SUPPORTERS

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An AANA Corporate partnership is a smart, strategic way to reach the nurse anesthesiology market and show your support for the professionals driving the industry forward.

Partnerships typically include a mix of exposure:

- Event sponsorships
- Content marketing
- Journal or newsletter ads
- Thought leadership opportunities
- Priority of booth selection at Annual Congress

Corporate Partner Programs starting at **\$15,000/year**

If your product or service supports high-quality care, efficiency, or innovation in anesthesia, partnering with AANA positions you directly in front of the professionals who matter most.

THREE CORPORATE LEVELS



Champion



Advocate



Ambassador



ANESTHESIA ESSENTIAL

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

SUBMIT NEWSLETTER ASSETS TO:

Chris Evans Gartley | cevansgartley@healthcommedia.com

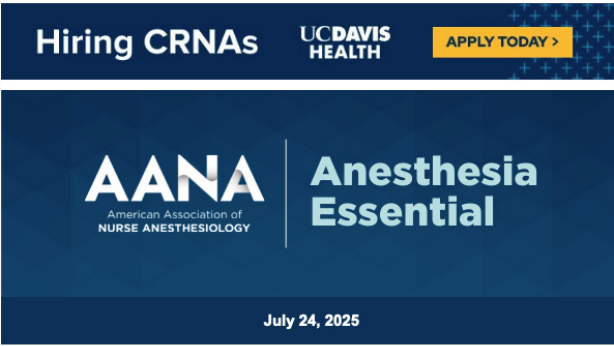
44%

Average Open Rate

20,000+

Engaged AANA Members

Leaderboard Ad 728 x 90 pixels (w x h)	Vertical Ad 160 x 240 pixels (w x h)
\$2,895	\$1,195



Updated Tools for Safer Patient
Selection in an Ambulatory Setting:
HbA1c & BMI

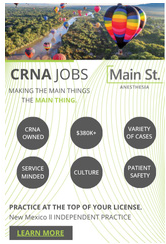
Making informed patient selection decisions is essential for supporting safe anesthesia care, especially when caring for patients with an elevated HbA1c or BMI.

To support your practice, two updated quick-reference infographics on patient selection in the ambulatory setting were recently released: Clinical Considerations for Elevated HbA1c and Clinical Considerations for Elevated BMI.

Curated from current recommendations, these resources offer:

- Practical preoperative assessment tips
- Suggested actions to guide decision-making
- Concise, easy-to-use information to support patient safety

Download the [Elevated HbA1c](#) and [Elevated BMI](#) infographics and put safer practice into action today.

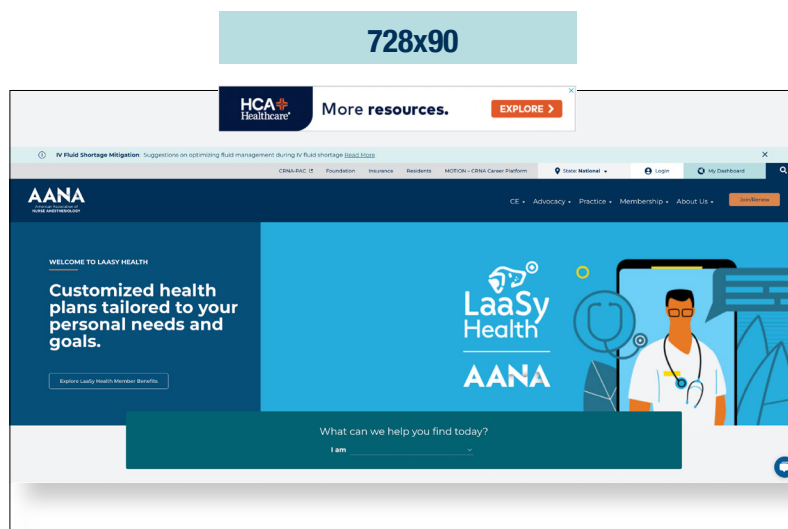


Upcoming Webinar: Policy, Politics, and Power Plays
(Presented by AANA Federal Government Affairs)

Join AANA's Federal Government Affairs team on July 30 for a member webinar with updates on key developments in Washington, D.C., including activity in the House, Senate, White House, and federal agencies. Advanced registration is required for this webinar.

AANA.COM OFFICIAL WEBSITE

9



AANA.COM

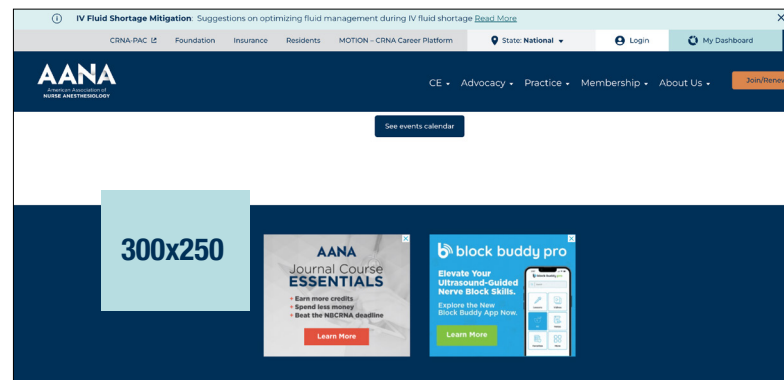
AANA.com is one of the first places that members go to search for information regarding their profession. AANA's homepage is the gateway for members to find up-to-date information on meetings, education, resources, advocacy, membership news and AANA Journal information.

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.

Submit website assets to:

Chris Evans Gartley | cevansgartley@healthcommedia.com



Home Page Banner Ad

Net rates: non-commissionable

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

Leaderboard Ad: 728 x 90 pixels, JPG or GIF, max file size 40K

300x250	\$105/CPM	20,000 Impression minimum
728x90	\$120/CPM	20,000 Impressions minimum

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

Leaderboard Ad: 728 x 90 pixels, JPG or GIF, max file size 40K

300x250	\$95/CPM	20,000 Impressions minimum
728x90	\$110/CPM	20,000 Impressions minimum

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.

Retargeting Packages Now Available*

SMALL	\$1,500	1 month/10,000 Impressions
MEDIUM	\$3,000	3 months/30,000 Impressions
LARGE	\$4,500	6 month/60,000 Impressions

Ad sizes and specs may include .png, .jpg, or .gifs only; no flash ads.

How Does It Work?

- 1 An internet user visits the AANA website



- 2 The user exits the website



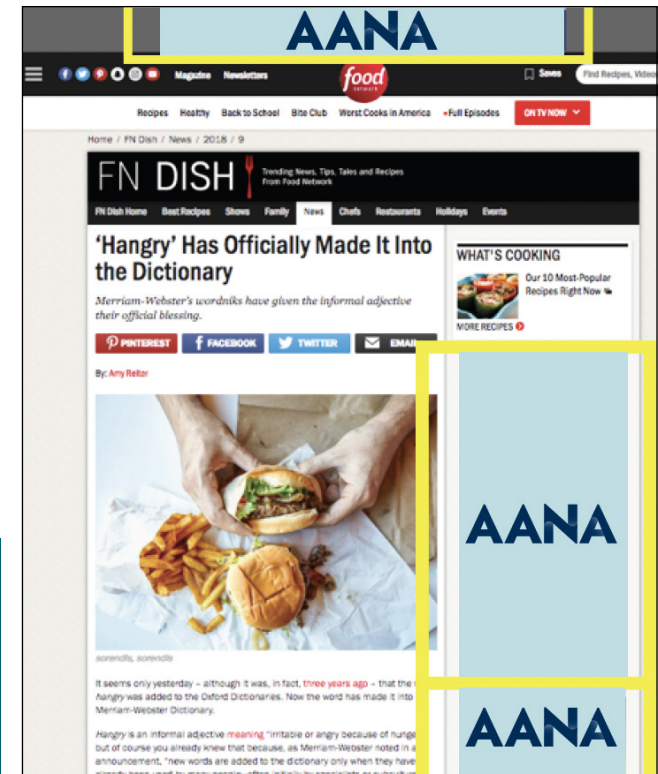
- 3 Your ad will be displayed on other websites the user visits



Your ads will appear on multiple major websites and mobile apps; following the AANA audience wherever they go. Advertising duration will vary based on the plan purchased.

Ad sizes include:

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



AANA EBLAST & AANA DIRECT MAIL

AANA Eblast

Reach the full membership or geo target to directly connect and message specific markets with your brand and content. HealthCom Media (HCM) partners with the AANA as the authorized provider of the active 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:

- New Product Announcement
- News/Special Events
- Offer links
- Case Studies/White papers
- Awareness Campaigns
- Staff Recruitment

60% **1.36%**
Avg. Unique Open Rate click through rate

Rate	\$215/CPM
Targeted Rate (Geo and demographic targeting)	\$250/CPM

HTML production fee may apply (\$300)

Materials

Client-supplied materials that meet HCM's HTML Guidelines 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.

AANA Direct Mail

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

AANA Active Member list:	\$175/M
Approved CE Provider Rate:	\$125/M
State Nurse Anesthetist Association Rate:	\$95/M

QUESTIONS?

John J. Travaline

jtravaline@healthcommedia.com | 215.489.7000 x118

Susan Levey

slevey@healthcommedia.com | 215.489.7002

Ryan Steiner

rsteiner@healthcommedia.com | 215.489.7000 x115

AANA SUPPORTED WEBINAR

Become the sponsor of an upcoming webinar **developed by AANA** and receive all **registered leads**.

"Supported by" Promotion includes your logo on:

- Email messaging (including invitation and thank you for registering)
- Banner ad messaging on www.aana.com
- AANA social media postings
- Banner ads in issues of the Essential newsletter
- OnDemand promotion for three months (post-live event)

Investment: \$15,000

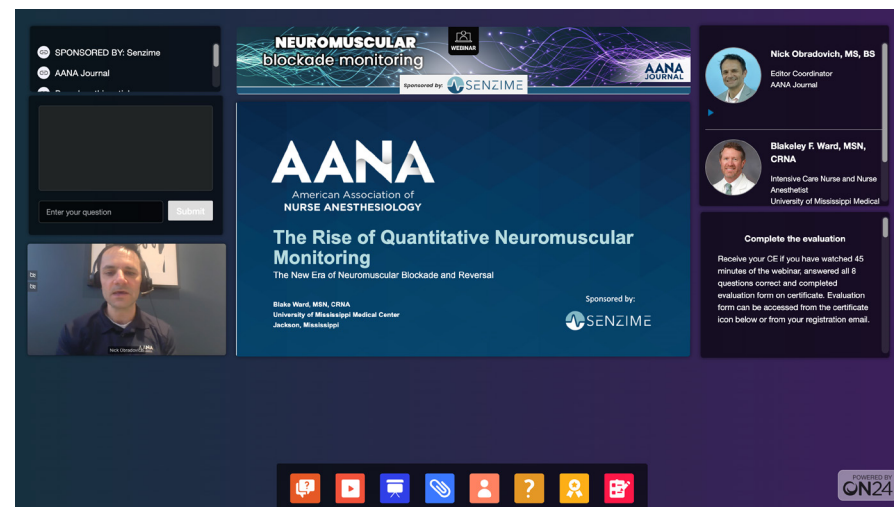
CUSTOM WEBINAR

Partner with AANA to develop a thought leadership, multi-channel webinar campaign that highlights best practices in key clinical areas that are **aligned to your product or brand education** initiatives and **receive all registered leads**.

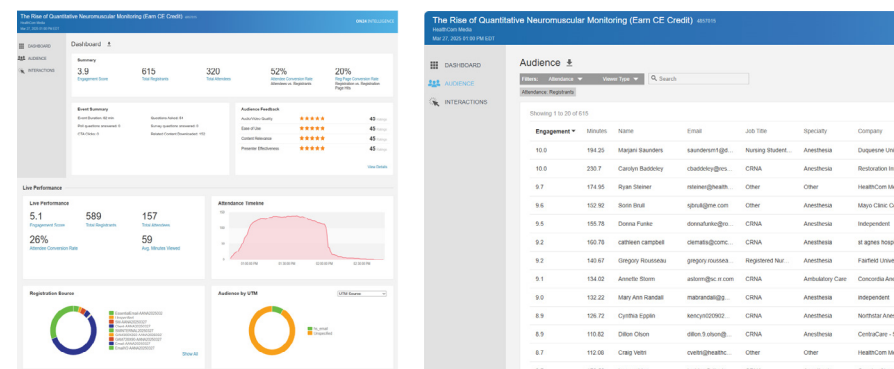
Promotion includes:

- Client/HCM selects speaker(s)
- Live or pre-recorded presentation using ON24 Webinar Services
- Live Q&A with audience
- Audience generation campaign
- Metric reporting
- OnDemand promotion for three months (post-live event)
- Content development subject to AANA

Investment: \$29,500



WEBINAR DASHBOARD



AANA VIDEO PACKAGE

Capture what's truly special about the members of your team and highlight your unique employment capabilities.

Use video to shine a spotlight on your employees' enthusiasm for their profession and the benefits of working for your organization.



The video recording process:

Team members shoot videos from their phones and send them to AANA. HCM will edit and add graphics and photos (or use ones you provide). Use the finished video as part of a webinar or post it to AANA's video and social media platforms. **You'll also receive the final video to use anywhere you wish—your website, your exhibit booth at AANA meetings, and for any organization event—to reinforce the value of working for you!**

PACKAGE INCLUDES:

- Production of short video (two to five minute) submitted by you
- Inclusion of graphics and photos (provided by you) as well as a title screen and call-to-action end screen
- Posting to AANA YouTube channel and AANA social media platforms and linked from AANA.com to your website

Cost: **\$7,500**

CLICK EXAMPLE BELOW:



Combine your video with a webinar!

Talk to your representative
for more details.

AANA

MEETINGS 2026

EDUCATE, DEVELOP, GROW, ENGAGE (EDGE)

Formerly ADCE

Louisville, KY

February 4-7, 2026

A platform for thought leadership in nurse anesthesia education.



MID-YEAR ASSEMBLY

Washington, DC

April 24-29, 2026

CRNAs/nurse anesthesiologists and residents gather in the nation's capital to advocate for the profession.

ANNUAL CONGRESS

Boston, MA

August 21-25, 2026

The largest networking and education event in nurse anesthesiology.

HCM partners with AANA to manage their meeting advertising efforts.

- Specialty marketing
- Digital promotions
- Signage
- Email messaging
- Conference newsletter promotions
- Event sponsorship
- Booth traffic drivers
- Program sponsorships
- Symposiums/Product theatres

LEARN MORE

QUESTIONS?

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847.692.7050

www.aana.com

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Sheryl Leonard | sleonard@aana.com

Forward all contracts and insertion orders to:

AANA Journal (month of issue)

c/o HealthCom Media

5219 Militia Hill Road, Plymouth Meeting, PA 19462

Susan Levey | HCM AANA Sales Director

slevey@healthcommedia.com

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

Chris Evans Gartley | Director of Publishing Services

AANA Journal (month of issue) c/o HealthCom Media

5219 Militia Hill Road

Plymouth Meeting, PA 19462

cevansgartley@healthcommedia.com

215.489.7004

Preprinted insert shipping address (including BRCs):*

Tim Gates, Sheridan NH

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.