



Staff

Director of Communications
Joan Hurwitz

Assistant Director, Periodicals
Joe Vallina

Design/Production
Christy Carmody

Traffic Coordinator
Rachel Barger
215-489-7000 x119
rbarger@healthcommedia.com

Advertising Sales

HealthCom Media
Doylestown, PA 18901
215-489-7000

Account Managers
Tyra London, ext. 117
tlondon@healthcommedia.com

Scott MacDonald, ext. 118
smacdonald@healthcommedia.com

Judy Smith, 770-575-0761
jsmith@healthcommedia.com

Susan Schmidt, 847-626-4880
sschmidt@healthcommedia.com



Official newspaper of the American Nurses Association

Issuance and Closing

Frequency
Bi-monthly

Mailing Date
Mailed the first week of the "even" months of the year. Mailed periodicals class mail. Each issue is also posted on the NursingWorld.org website.

Closing Dates

<i>Issue</i>	<i>Closing Date</i>
January/February	January 6, 2012
March/April	March 5, 2012
May/June	May 3, 2012
July/August	July 6, 2012
September/October	September 4, 2012
November/December	November 5, 2012

Editorial

General Editorial Direction
The American Nurse is the official newspaper of the American Nurses Association (ANA). Every issue examines the top issues facing ANA member nurses and reports on what ANA is doing to advance nursing in the big picture of healthcare. In every issue readers will find ANA expert columnists discussing the issues of the most importance to nursing and nurses, as well as updates on how ANA is working for the nursing profession. News is covered on local, state and national levels.

Rates and Discounts

Rates effective January 2012. 15% agency discount on total of ad space, color and position charge. Space is calculated based on the total number of advertising pages in a 12-month period.

2012 Rates

	1X	3X	6X
Full page	\$6475	\$5980	\$5660
Mini page	\$4145	\$3935	\$3835
Half page	\$3835	\$3755	\$3680
3/10 page	\$2250	\$2120	\$1995
1/5 page	\$1705	\$1570	\$1445
1/10 page	\$1165	\$1060	\$ 998

4/color - \$1200

Premium positions

Covers 2 and 4 – 20% of earned b/w rate.
Cover 3 and Page 1 – 10% of earned b/w rate.
Cost-effective combination rates are available for insertions in **The American Nurse** and **American Nurse Today**, the official peer-reviewed clinical journal of the American Nurses Association. Ask your Account Manager for more information!

Circulation

Total Circulation
96,000

Circulation Verification.
Publisher's sworn statement.

This publication is a paid benefit of ANA membership.



General Information

Requirements or Restrictions for Pharmaceutical Products

Advertisements must be consistent with FDA guidelines. Any advertisement can be rejected per the discretion of 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 10/90%

Inserts

May be blown in, tipped in or stitched in ad at additional cost.

Specifications

Ad and Bleed Sizes

Page Size	Non-Bleed <i>Width x Depth</i>	Bleed
Full page	10.25" x 11.25"	11.25" x 12.50"
Mini page	6.05" x 11.25"	NA
Half page	10.25" x 5.5"	NA
3/10 page (vertical)	3.95" x 8.375"	NA
3/10 page (horizontal)	6.05" x 5.5"	NA
1/5 page	3.95" x 5.5"	NA
1/10 page	3.95" x 2.625"	NA

Half-tone Screen

Black/white: 85 – 100 line screen.

4/color: 100 – 133 line screen.

Reproduction Requirements

- Digital artwork required. Materials submitted may be Mac or IBM (Mac preferred).
- Application file formats accepted are: Hi-res PDFs, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.
- Pages must be built according to final trim size of 10.75" x 12". All bleeds should exceed 1/4" beyond final trim. All text should be kept 1/2" from trim.
- Use only PostScript fonts. (No True Type fonts please) Provide all screen and printer fonts with each document. Include any font used by imported graphics that has not been converted to outlines.
- Use actual font to create bold, bold italic, italic, etc. Do not use the font attributes in the measurements palette buttons.
- Scan resolution of at least 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 page layout document at 100%. Do not use LZW Compression.
- Convert all scans and color graphics to CMYK (not RGB).
- Acceptable electronic formats: PDF, EPS, TIFF, JPEG, BMP, and InDesign with all graphics and fonts included.
- All colors or graphics must be supplied in a single channel EPS or TIFF format.
- Colors must be converted to CMYK (not RGB).
- Files can be submitted on either CD-Rom or ZIP 100 MB.
- PDFX1a files accepted. Fonts should be embedded and should be 300 dpi.
- SWOP standards apply.
- E-mail artwork to: Rachel Bargeron, rbargeron@healthcommedia.com 215-489-7000, ext. 119

