Reach the members of one of the world’s largest specialty nursing organizations.
More than 124,000 acute and critical care nurse members

Advertise in the American Journal of Critical Care, Critical Care Nurse, AACN Advanced Critical Care and AACN Bold Voices. Delivered to the members of AACN or paid subscribers each month, they are the top publications to reach critical care nurses. AACN journals are carried by more than 800 academic and healthcare institutional libraries in the U.S. and abroad. With multiple publications, websites and an e-newsletter, it’s never been easier to reach critical care nurses and track your success – creating ideal environments for your advertising message.

Nurses rely on AACN for expert knowledge and influence. When you advertise with AACN, your message will be surrounded by high-quality, peer-reviewed content you know will be seen by high-interest readers – both AACN members and non-member subscribers. These influential decision-makers are your best prospects in the field of critical care nursing, and the dynamic power of AACN ensures your message greater reach and continuous sales exposure.

About AACN
The American Association of Critical-Care Nurses (AACN) is one of the world’s largest specialty nursing organizations. AACN joins the interests of more than 500,000 critical care and acute care nurses. AACN serves more than 210,000 members, certificants and nurse constituents.

About the readers of AACN publications
45% save for future reference
40% pass along to colleagues
73% find the advertisements to be valuable sources of product information
61% purchase and influence products used in the ICU

SLACK Incorporated, American Association of Critical-Care Nurses Readership Survey, 2019

mission
Patients and their families rely on nurses at the most vulnerable times of their lives. Acute and critical care nurses rely on AACN for expert knowledge and the influence to fulfill their promise to patients and their families. AACN drives excellence because nothing less is acceptable.

Purpose
The purpose of AACN is to promote the health and welfare of patients experiencing acute and critical illness or injury by advancing the art and science of acute and critical care nursing and promoting environments that facilitate comprehensive professional nursing practice.
Value of the AACN Audience
Experience = Influence

Advertise on AACN’s Official Career Center
Reach the largest audience in critical care nursing

Post your jobs on AACN’s official Career Center, located on AACNCareerCenter.org, for a vital connection to acute and critical care nurses. Designed as a comprehensive career resource for nurses of all levels, the AACN Career Center enables you to immediately post a position and find the most qualified candidates.

Nurses use the Website to:
• Search daily job postings
• Choose from the best career opportunities in critical care
• Get expert career advice

Job posting options
Whether you’re purchasing a posting in conjunction with a print advertisement, an online-only posting or a posting package, AACN’s Career Center serves critical care and acute RNs.

• 30-day single posting: $495
• 60-day single posting: $695
• Featured Career Opportunities:
  • 30-day posting: $725
  • 60-day posting: $925
• Multiple job posting package options are available.

Free 30-day job posting
Take advantage of immediate online exposure with your print ad purchase in any of the AACN print publications.

Banner advertising options
Whether you’re looking to brand your facility or promote job opportunities, banner advertising can increase your exposure to AACN Career Center visitors.

Medium Rectangle (300 x 250)
• 3 months: $2,500
• 6 months: $4,000
• 12 months: $7,500

Leaderboard (728 x 90)
• 3 months: $3,750
• 6 months: $6,000
• 12 months: $11,250

U.S. Regional Circulation

For more information, contact Tara Kosmowsky at (800) 257-8290, x399, or e-mail tkosmowsky@healio.com
Hospital-Acquired Pressure Injuries: Avoidable vs Unavoidable

Home Care of Infants With Complex Cardiac Needs

Assessing Withdrawal in Adults in Intensive Care Units

High-Flow Oxygen Therapy to Speed Ventilator Weaning

Bispectral Index for Titrating Sedation in ARDS Patients

Exercise Physiologists and Early Mobilization in Intensive Care Units: Patients’ Recovery Goals and ICU Rehabilitation

Critical Care Nurse is a peer-reviewed clinical journal for nurses involved in the direct care of acute and critically ill patients. Published six times a year, it is an official publication of the American Association of Critical-Care Nurses. Because of its editorial excellence, Critical Care Nurse is the evidence-based clinical journal trusted by staff nurses, nurse educators and nurse managers. The circulation of Critical Care Nurse is more than 124,000 readers, offering the greatest reach of any critical care nursing publication in the market.

Editorial Leadership
Annette Bourgault, PhD, RN, CNL

Features and Advantages
- Official evidence-based clinical practice journal of the American Association of Critical-Care Nurses
- More than 124,000 readers: the largest circulation of critical care nurses available and the highest readership among all critical care publications
- Interspersed advertising
- Indexed in MEDLINE®/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, PsycINFO, EBSCO, Ovid collections and Scopus
- Included in ISI Web of Knowledge database

The official scientific research journal of AACN
where innovation is first communicated

The American Journal of Critical Care (AJCC) is AACN’s preeminent peer-reviewed publication for communicating advances in critical care research. With an emphasis on promoting interprofessional practice, American Journal of Critical Care publishes original clinical and health service research that can improve patient care, inform evidence-based practice and health care delivery, and provide continuing education for the interdisciplinary critical care team. Published bimonthly, American Journal of Critical Care reaches more than 124,000 acute, critical, and progressive care nurses — the largest multidisciplinary audience of any critical care research publication.

Editorial Leadership
Cindy Munro, PhD, RN, ANP, FAAN, Coeditor in Chief
Aluko A. Hope, MD, MSCE, Coeditor in Chief

Features and Advantages
- Official research journal of the American Association of Critical-Care Nurses
- Peer-reviewed, high-quality articles plus pithy features to speed learning (e.g., clinical pearls)
- More than 124,000 readers: the largest circulation of critical care professionals of any clinical science and research journal
- Editorial direction from an interprofessional board of leaders in critical care
- Interspersed advertising
- Indexed in MEDLINE®/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, PsycINFO, EBSCO, Ovid collections and Scopus
- Included in ISI Web of Knowledge database
**Recruitment 2020 Advertising Rates and Dates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>2/3 Page*</th>
<th>1/3 Page*</th>
<th>Color Rates</th>
<th>Cost</th>
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<td>$7,175</td>
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*These sizes are available for CCN only.

<table>
<thead>
<tr>
<th>Publication</th>
<th>2020 Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
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<tbody>
<tr>
<td>AJCC</td>
<td>Jan</td>
<td>11/22/19</td>
<td>12/2/19</td>
<td>Society of Critical Care Medicine (SCCM) February 16-18, Orlando, FL</td>
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<tr>
<td>CCN</td>
<td>Feb</td>
<td>12/19/19</td>
<td>12/27/19</td>
<td>National Association of Critical Nurse Specialists (NACNS) March 10-13, Indianapolis, IN</td>
</tr>
<tr>
<td>AJCC</td>
<td>Mar</td>
<td>1/21/20</td>
<td>1/28/20</td>
<td>Association for Nursing Professional Development (ANPD) April 28 - May 1, Chicago, IL</td>
</tr>
<tr>
<td>CCN</td>
<td>Apr</td>
<td>2/24/20</td>
<td>3/2/20</td>
<td>National Organization of Nurse Practitioner Faculties (NONPF) April 4-7, Atlanta, GA</td>
</tr>
<tr>
<td>AJCC</td>
<td>May</td>
<td>3/24/20</td>
<td>3/31/20</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 4-7, Indianapolis, IN</td>
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<tr>
<td>CCN</td>
<td>June</td>
<td>4/21/20</td>
<td>4/28/20</td>
<td>American Association of Nurse Practitioners (AANP) June 18-23, Indianapolis, IN</td>
</tr>
<tr>
<td>AJCC</td>
<td>July</td>
<td>5/22/20</td>
<td>6/1/20</td>
<td>Emergency Nurses Association (ENA) September 8-11, Las Vegas, NV</td>
</tr>
<tr>
<td>CCN</td>
<td>Aug</td>
<td>6/23/20</td>
<td>6/30/20</td>
<td>TravisCon September 13-16, Las Vegas, NV</td>
</tr>
<tr>
<td>AJCC</td>
<td>Sep</td>
<td>7/21/20</td>
<td>7/28/20</td>
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<tr>
<td>CCN</td>
<td>Oct</td>
<td>8/25/20</td>
<td>9/1/20</td>
<td>National Association of Neonatal Nurses (NANN) September 23-26, New Orleans, LA</td>
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<tr>
<td>AJCC</td>
<td>Nov</td>
<td>9/22/20</td>
<td>9/29/20</td>
<td>TravisCon September 13-16, Las Vegas, NV</td>
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<tr>
<td>CCN</td>
<td>Dec</td>
<td>10/26/20</td>
<td>11/2/20</td>
<td>National Association of Neonatal Nurses (NANN) September 23-26, New Orleans, LA</td>
</tr>
</tbody>
</table>

**25% OFF New Advertiser Discount**

For advertisers who have not run in the prior 2 years of AJCC or CCN, Minimum half-page ad.

**Combined Frequency Discount Program:**

Insertions in the *American Journal of Critical Care* or *Critical Care Nurse* can be combined with each other or with insertions in *AACN Bold Voices* to help you reach the highest possible frequency rate. The result is a direct savings in your advertising expenditures.

**FREE 30-DAY Job Posting on the AACN Career Center**

Receive immediate online exposure with your print ad purchase in any of the three AACN print publications.

**Premium Positions (Color Additional)**

- **Cover 2:** earned b/w rate plus 25%
- **Cover 3:** earned b/w rate plus 15%
- **Cover 4:** earned b/w rate plus 50%
- **Opposite Table of Contents:** b/w rate plus 15%
- **Opposite Masthead:** b/w rate plus 15%

**Contact**

**Sales Representative, Recruitment**
Tara Kosmowsky
tkosmowsky@healio.com
(800) 257-8290 ext. 399

**Sales Coordinator, Recruitment**
Jennifer Carroll
jcarroll@healio.com
(800) 257-8290 ext. 323
AACN’s quarterly evidence-based journal for advanced practice caregivers
where bedside nurses and clinical educators read the latest critical care information

AACN Advanced Critical Care is a quarterly, peer-reviewed publication of in-depth articles intended for experienced critical care and acute care clinicians at the bedside, advanced practice nurses, and clinical and academic educators. Each issue includes a topic-based symposium, feature articles, and columns of interest to critical care and progressive care clinicians. Select articles feature opportunities to earn CE contact hours. Select “Drug Update” columns feature pharmacology-based CE contact hours.

Editorial Leadership
Mary Fran Tracy, PhD, RN, APRN, CCNS, FAAN

Features and Advantages
- An official publication of the American Association of Critical-Care Nurses
- Contains concisely written, practical information for immediate use and future reference
- Continuing nursing education units are available for selected articles in each issue
- Indexed in Nursing Abstracts, Cumulative Index to Nursing & Allied Health Literature, Emerging Sources Citation Index, International Nursing Index, MEDLINE®/PubMed, Nursing Citation Index, Ovid collections and Scopus

Reach key audiences
- Staff Nurse/Clinicians
- Clinical Nurse Specialists
- Nurse Practitioners
- Clinical Educators
- Academic Faculty
- Admin/Nursing Directors
- Nurse Managers

About the readers of AACN Advanced Critical Care

53% save the issue for future reference
47% share with a colleague

Content attribute ratings
69% of respondents felt the journal’s overall content was of value at work

AACN Advanced Critical Care Readership Study, 2017
Recruitment 2020 Advertising Rates and Dates

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
<td>Cover 2</td>
<td>$3,750</td>
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<td>Cover 3</td>
<td>$3,215</td>
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<tr>
<td>Cover 4</td>
<td>$4,820</td>
</tr>
</tbody>
</table>

2020 Issue | Ad Closing | Material Due | Bonus Distribution
---|---|---|---
Spring | 1/28/20 | 2/4/20 | National Teaching Institute & Critical Care Exposition - NTI May 4-7, Indianapolis, IN
Winter | 11/2/20 | 11/9/20 | National Association of Neonatal Nurses (NANN)

Mechanical Requirements

Ad sizes available for AACN Advanced Critical Care

- Full Page Non Bleed: 5.5" x 8.75"
- Full Page Bleed: 6.875" x 10.125"
  - Hold live matter ½" from trim
  - Trim size of journal is 6.625" x 9.875"

Ad Requirements

All ads should be submitted as font-embedded PDFs, minimum 300 dpi. Four-color ads must be constructed in CMYK with no use of spot colors and no PMS colors. Black and white ads must be constructed using grayscale, bitmap, or line art accordingly, not using CMYK, spot colors, “rich black” or “Registration” in place of black. Ad files must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.
The official monthly member magazine of AACN
where clinical information and association news are delivered

AACN Bold Voices is AACN’s monthly source of news and current events about critical care, progressive care and acute care nursing. Concise and easy-to-read articles present the information readers need at their fingertips. Timely articles ensure high readership and visibility for your recruitment ads.

More than 150,000 acute and critical care nurses receive AACN Bold Voices, including members of AACN and nonmembers with CCRN, CCRN-K, CCRN-E, PCCN, and PCCN-K specialty certification; ACNPC, ACNPC-AG, CCNS, ACCNS-AG, ACCNS-P, and ACCNS-N advanced practice certification; and CMC and CSC subspecialty certification.

Features and Advantages
- The official, exclusive monthly member magazine of the American Association of Critical-Care Nurses
- Publishes association news and current events in critical care

Readership
More than 150,000 informed acute, critical and progressive care nursing professionals

Reach more than 150,000 critical care, acute care and progressive care nurses with the only monthly source of news and current events about critical, progressive and acute care nursing.
**Recruitment 2020 Advertising Rates and Dates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
<th>Color Rates</th>
<th>Standard Color</th>
<th>Matched Color</th>
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<td>2,995</td>
<td>1,300</td>
<td></td>
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</tbody>
</table>

**2020 Issue** | **Ad Closing** | **Material Due** | **Bonus Distribution**
--- | --- | --- | ---
Jan | 11/25/19 | 12/2/19 | Society of Critical Care Medicine (SCCM)  
February 16-18, Orlando, FL
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Apr | 2/27/20 | 3/5/20 | National Organization of Nurse Practitioner Faculties (NONPF)  
April 4-7, Atlanta, GA
May | 4/2/20 | 4/9/20 | National Teaching Institute & Critical Care Exposition - NTI  
May 4-7, Indianapolis, IN
June | 4/30/20 | 5/7/20 | American Association of Nurse Practitioners (AANP)  
June 18-23, Indianapolis, IN
Aug | 7/1/20 | 7/9/20 | Emergency Nurses Association (ENA)  
September 8-11, Las Vegas, NV
Sep | 7/30/20 | 8/6/20 | TravCon  
September 13-16, Las Vegas, NV
Oct | 9/2/20 | 9/10/20 | National Association of Neonatal Nurses (NANN)  
September 23-26, New Orleans, LA
Nov | 10/1/20 | 10/8/20 | TRENDS in Critical Care Nursing  
October, TBD
Dec | 11/5/20 | 11/12/20 |  

**Combined Frequency Discount Program:**
Insertions in **AACN Bold Voices** can be combined with insertions in the American Journal of Critical Care or Critical Care Nurse to help you reach the highest possible frequency rate. The result is a direct savings in your advertising expenditures.

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**Premium Positions (Color Additional)**
- **Cover 2:** earned b/w rate plus 25%
- **Cover 3:** earned b/w rate plus 15%
- **Cover 4:** earned b/w rate plus 50%
- **Opposite Table of Contents:** b/w rate plus 15%
- **Opposite Masthead:** b/w rate plus 15%

**Contact**
- **Sales Representative, Recruitment**  
  Tara Kosmowsky  
tkosmowsky@healio.com  
(800) 257-8290 ext. 399
- **Sales Coordinator, Recruitment**  
  Jennifer Carroll  
jcarroll@healio.com  
(800) 257-8290 ext. 323
Mechanical Requirements

Ad Requirements

Electronic submissions only.

Electronic ads must be submitted as high-resolution PDF, EPS or TIFF. Minimum 300 dpi. Quark XPress EPS files are not acceptable.

ALL fonts (both screen and printer versions) and graphics must be included on the disk or embedded in PDFs.

Ads must be submitted in the correct size (full page, half page, etc., allowing for bleed if ad is to bleed; see “Ad sizes”) and orientation (vertical or horizontal per insertion order).

All ad files must be constructed properly. For example: **4-color ads must be constructed in CMYK with no use of spot colors.** (If any PMS colors are in the ad the creator of the ad must convert those colors to CMYK.) Any ads intentionally printing with spot colors must be constructed with the proper PMS colors; PMS colors must be indicated and called out on the color proof. Ads to print in black and white must be constructed using grayscale, bitmap, or line art accordingly, rather than CMYK or spot colors, or “rich black” or “Registration” in place of black. Ad files must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets. Any ads not following these guidelines will be returned to the advertiser for correction if time permits; otherwise, they will be corrected at the printer and printer charges will be billed to the advertiser accordingly. AACN, the printer, and SLACK Incorporated take no responsibility for problems such as color shifts, errors in image resolution, or errors related to ad size that occur when ad files must be corrected at the printer due to poor or incorrect construction at the time of submission from advertisers or their agents. Late ads are subject to additional fees.

All ads must include a proof. Color ads must include color copy that can be matched on press (examples: tearsheets; digital proof such as an iris, chromalins, matchprints). Color photocopies or color laser printouts are not acceptable. AACN will not supply a proof for advertiser-supplied files.

Insert Requirements

Insert requirements for the *American Journal of Critical Care* and *Critical Care Nurse*:

Two to 8-page inserts; gatefolds are acceptable.

Paper and copy sample must be submitted for approval before running.

a) **Size:** 8 7/8” x 11 1/8” to trim to 8 1/8” x 10 7/8”; supplied folded.

b) **Paper Stock:** 2-page (one leaf), minimum 70# coated, maximum 80# coated.

4 - 8 page, minimum 60# coated, maximum 70# coated.

c) **Trimming:** Supply folded. Bleed: outside and foot trim bleed 1/8”. Binding edge bleed 1/4”. Head bleed 1/8”. BRCs need 1/2” margin from edge of grind to vertical perf. Journals jog to the head.

d) **Rates:**

**Two-page inserts:** 3x earned black-and-white rate.

**Four-page inserts:** 5x earned black-and-white rate, by special request only. Consult advertising office. Perforations are subject to approval and/or additional cost.

Contact advertising department for insert tip-in charge.

e) **Ship:** printed, folded, untrimmed. Label with publication name, date of issue, and insert quantity. *American Journal of Critical Care* and *Critical Care Nurse*:

Call for quantities as insert quantities vary by issue.

Ship to: Sheridan NH

69 Lyme Road
Hanover, NH 03755
Attn: Tim Gates (issue and month)

Ad sizes available for the *American Journal of Critical Care* (AJCC), *Critical Care Nurse* (CCN) and *AACN Bold Voices* (non-bleed)

Spread: 14” x 10” (15 3/4” x 10” includes gutter spread)

Full Page: 7” x 10”

Half Page (Horizontal): 7” x 4 3/4”

Half Page (Vertical): 3 3/4” x 10”

Quarter Page: 3 3/8” x 4 3/8”

Ad sizes available for *Critical Care Nurse* and *AACN Bold Voices* only (non-bleed)

One-Third Page (Vertical): 2 1/4” x 10”

Two-Third Page (Vertical): 4 3/4” x 10”

Ad sizes available for *AACN Bold Voices* only (non-bleed)

One-Eighth Page: 3 3/8” x 2 1/4”

Bleed sizes

*(available in AJCC and CCN only)*

Spread: 16 1/2” x 11 1/8”

Full Page: 8 3/4” x 11 1/8”

Two-thirds: 5 3/4” x 11 1/4”

Half Vertical: 4 1/4” x 11 1/8”

Half Horizontal: 8 3/8” x 5 1/2”

Third Vertical: 2 15/16” x 11 1/4”

Hold live matter 1/2” from all sides.

Trim size of journals is 8 1/2” x 11”

*AACN Advanced Critical Care* specs:

See page 7.
Insertion Information

1. Commission and Cash Discount

   a) **Agency commission**: 15% gross billings on space, color, cover and preferred position charges.

   b) **Cash discounts**: 2%, within 10 days of invoice date. No discount allowed after this period.

2. General Rate Policy

   a) **Effective Rates and Discounts**: Beginning January 2019 for all advertisers.

   b) **Earned Rates**: Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full-page and fractional pages count as single insertions. Each page of an insert counts as one insertion.

   c) **Combined Earned Frequency**: Advertisers may combine advertising space units run in *American Journal of Critical Care, Critical Care Nurse, AACN Advanced Critical Care and AACN Bold Voices* to achieve maximum rate frequency.

3. Classified

   Cost per word, 21 word minimum, net rate, non-commissionable:

<table>
<thead>
<tr>
<th>Price</th>
<th>21-40</th>
<th>41-60</th>
<th>61-80</th>
<th>81-100</th>
<th>101-plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13.75</td>
<td>$12.50</td>
<td>$10.00</td>
<td>$8.40</td>
<td>$7.00</td>
<td></td>
</tr>
</tbody>
</table>

   There is no earned frequency for the year.

4. Extensions

   If an extension date for material is agreed upon and ad material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.

5. Cancellations

   If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

6. Advertising Acceptance Policy

   All advertising is subject to approval by AACN. Publisher reserves the right to refuse any advertising at any time.

7. Disposition of Material

   Ad material will be held one year from the date of last insertion and then destroyed.

8. Publisher’s and Representative’s Liability

   The Publisher and Advertising Sales Representative will 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, accident or any circumstances beyond the Publisher’s control.

9. 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 periodical, 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.

10. 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.

11. Contracts, Insertion Orders and Ad Materials:

    **Contracts and Insertion Orders:**
    Tara Kosmowsky, x399
    Sales Representative, Recruitment
    tkosmowsky@healio.com

    **Ad Materials:**
    Jennifer Carroll, x323
    Sales Coordinator
    jcarroll@healio.com

    Hehalio
    6900 Grove Road
    Thorofare, NJ 08086-9447
    (800) 257-8290 or (856) 848-1000 (in New Jersey or outside the U.S.)
    Fax: (856) 848-6091
JOURNAL WEBSITE OPPORTUNITIES

Extend your exposure online

Whether you’re looking to promote a nursing education program or recruit clinical care nurses, banner advertising on the websites of the official evidence-based scientific and clinical journals of AACN will increase your exposure to the largest audience in critical care nursing.

Banner Ad Specifications (Journal Websites):
- HTML5 package
- 3rd party Ad tag
- Acceptable file formats: GIF, JPG, PNG
- Maximum file weight: 100K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted

Contact your sales representative for geo-targeting opportunities!

2020 Rates for AACN Journal Websites
Net rates, non-commissionable.

$65/CPM (includes leaderboard and skyscraper)

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Location</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Top of home page and interior pages</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Side of home page and interior pages</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

New in 2020! Reach Critical Care Nurses across the web

Non-endemic programmatic solution

Over 2,000 safe listed websites reaching verified AACN Members $40 net CPM
Minimum Campaign: $2,500 net per month for two months

Ad specifications programmatic:
JPG, GIF or PNG
Ad sizes: 300x250, 320x50, 300x600, 728x90, 970x90, 160x600
Max file size 40KB
All ads are subject to AACN acceptance
Increase your exposure online

**AACN CriticalCare Newsline biweekly emails**

Reach more than 235,000 critical care nurses at least twice per month — in an effective and cost efficient way. Advertise in the official biweekly electronic newsletters of AACN. AACN CriticalCare Newsline provides AACN members and nurse constituents news and current events about critical, progressive and acute care. Articles include the latest news, calls to action, CE articles, studies, AACN member resources and career opportunities.

Average delivered: **250,000**

Average open rate: **20%**

- At least 2 emails reach the full membership each month
- Buy one banner ad and appear in all 3 target audience emails

**Inquire for pricing and availability of the Progressive Care and Pediatric/Neonatal Quarterly Newslines**

**Now More Articles Per Newsline**

**Exclusive ad placement**

One ad per email is sent to the full list of AACN opt-in recipients with **100% share of voice**. Each group receives its own targeted biweekly electronic newsletter.

**Personalized content**

Now your message appears within unique content that aligns with the interests of 3 targeted audiences: Nurse Managers and Educators, New Nurses and Experienced Staff Nurses, and Advanced Practice Nurses to heighten engagement. Each group receives its own targeted biweekly electronic newsletter.

**Delivered biweekly**

Now you can connect with more relevant personalized content. Each of the 3 targeted audiences has its own biweekly newsletter. One week, 2 of the groups receive their email; the next week, the other group receives its email.

**2020 Rates:**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 email</th>
<th>4 or more emails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle 300 x 250</td>
<td>$3,050 net per email</td>
<td>$2,550 net per email</td>
</tr>
</tbody>
</table>

**Banner Ad Specifications:**

- Acceptable file formats: Gif, JPG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted
- All ads can be static (non-animated)
- Ads should not contain Flash (SWF)
CREATE A MULTI-CHANNEL MEDIA STRATEGY

Print Opportunities

AACN's bimonthly scientific research journal
The American Journal of Critical Care reaches the largest interprofessional audience of any critical care science and evidence-based research publication.

AACN's bimonthly clinical practice journal
Critical Care Nurse is the evidence-based clinical journal trusted by bedside nurses, nurse educators, and nurse managers.

AACN's quarterly advanced practice publication
AACN Advanced Critical Care contains concisely written, practical information for immediate use and future reference.

AACN's monthly member news magazine
AACN Bold Voices updates members with late-breaking clinical information and association news.

Digital Opportunities

AACN CriticalCare Newsline
Reach more than 235,000 critical care nurses with these biweekly emails offering banner advertising.

AACN journal websites

Programmatic (non-endemic) Advertising
Grow your brand by reaching AACN Members on over 2,000 safe listed websites with your advertising message.

AACN Career Center
(Located on AACNCareerCenter.org)
Immediately reach higher quality candidates with your job postings and banner advertising.
Gain immediate ACCESS to more than 7,000 nurses at AACN’s NTI 2020

Expand your reach to the show floor and beyond when you advertise in

• The Official NTI Program & ExpoGuide
• NTI Learning Action Journal
• The NTI Welcome Bag
• NTI Voices Conference Daily
• NTI Voices Website
• NTI Voices eNewswires
• The NTI Schedule
• NTI Participant Map
• NTI Exhibit Floorplan & Locators
• Morning Report from NTI (for Sunrise Session Sponsors)