AACN: THE LARGEST AUDIENCE IN CRITICAL CARE

Print    Online    Custom Publishing
Reach the members of the world’s largest specialty nursing organization.
More than 127,000 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 the world’s largest specialty nursing organization. AACN joins the interests of more than 500,000 critical care and progressive care nurses who care for critically ill patients and their families, and serves more than 217,000 members, certificants and nurse constituents. AACN, established in 1969, has grown along with the significance of acute and critical care nurses.

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.
About the readers of AACN publications

73% find the advertisements to be valuable sources of product information

61% purchase and influence products used in the ICU

45% save for future reference

40% pass along to colleagues - for every critical care nurse who shares the issue with one colleague, 50,000 additional critical care nurses will read the issue and see your ad!

Value of the AACN Audience
Experience = Influence

EXPERIENCE IN CRITICAL CARE
- 37% 1-5 years
- 18% 6-10 years
- 22% 11-20 years
- 23% 21+ years

MARKET INFORMATION
- 77% Direct patient care
- 20% Unit managers, advanced practice nurses
- 3% Educators

Based on 2019 survey respondents and membership analysis
The Official Journals of AACN

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 127,000 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

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 127,000 readers, offering the greatest reach of any critical care nursing publication in the market.

Editorial Leadership
Annette Bourgault, PhD, RN, CNL

Every month, reach more than 200,000 critical care nurses with AJCC in odd months and CCN in even months

- Peer-reviewed
- Evidence-based clinical journals
- Interspersed advertising
- Lowest CPM in the market
- Continuity programs
### 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.

**Cover Tips:** Contact your sales representative.

<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></td>
<td>CCN</td>
<td>12/19/19</td>
<td>12/27/19</td>
<td>National Association of Clinical Nurse Specialists (NACNS) March 10-13, Indianapolis, IN</td>
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<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>
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<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>
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<td>AJCC</td>
<td>May</td>
<td>3/24/20</td>
<td>3/31/20</td>
<td>National Association of Clinical Nurse Specialists (NACNS) March 10-13, Indianapolis, IN</td>
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<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>
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<td>July</td>
<td>5/22/20</td>
<td>6/1/20</td>
<td>American Association of Nurse Practitioners (AANP) June 18-23, Indianapolis, IN</td>
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<td>TravCon September 13-16, Las Vegas, NV</td>
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<tr>
<td>AJCC</td>
<td>Sep</td>
<td>7/21/20</td>
<td>7/28/20</td>
<td>Emergency Nurses Association (ENA) September 8-11, Las Vegas, NV</td>
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<td>National Association of Neonatal Nurses (NANN) September 23-26, New Orleans, LA</td>
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<td>TravCon September 13-16, Las Vegas, NV</td>
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<td>TRENDS in Critical Care Nursing October, TBD</td>
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<tr>
<td>CCN</td>
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<td>National Association of Neonatal Nurses (NANN) September 23-26, New Orleans, LA</td>
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<td>CCN</td>
<td>Dec</td>
<td>10/26/20</td>
<td>11/2/20</td>
<td>TRENDS in Critical Care Nursing October, TBD</td>
</tr>
</tbody>
</table>
AACN’s quarterly evidence-based journal where advanced practice caregivers 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

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

45% save the issue for future reference

40% share with at least one colleague

Content attribute ratings
96% of respondents agree that the journal is relevant to their practice

AACN Readership Study 2019, ACC Readership Study, 2020
## Product 2020 Advertising Rates and Dates

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Rate</th>
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<tr>
<td>Cover 2</td>
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<td>Cover 3</td>
<td>$3,215</td>
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<td>Cover 4</td>
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<td>$9,850 net, standard, single sided (includes printing)</td>
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<table>
<thead>
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<th>2020 Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
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</thead>
</table>
| Spring     | 1/28/20    | 2/4/20       | National Teaching Institute & Critical Care Exposition - NTI  
May 4-7, Indianapolis, IN                                                                 |
| Summer     | 4/28/20    | 5/5/20       |                                                                                     |
| Fall       | 7/27/20    | 8/3/20       | Emergency Nurses Association (ENA)  
September 8-11, Las Vegas, NV  
National Association of Neonatal Nurses (NANN)  
September 23-26, New Orleans, LA  
TravCon  
September 13-16, Las Vegas, NV |
| Winter     | 11/2/20    | 11/9/20      | Society of Critical Care Medicine (SCCM)  
January 31-February 1, 2021, Anaheim, CA  
National Association of Clinical Nurse Specialists (NACNS)  
TBD 2021                                                                 |

## 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 1/16" from trim
  - Trim size of journal is 6.625" x 9.875"

### Cover Tip
- Should be set up at 6.5" x 6.75" plus 1/8" bleed on all 4 sides.
- Live image should not be closer than ¼" from the final trim of 6.5 x 6.75
  (except full bleed of background color or image that bleeds off).
- The cover tips will be adhered using 2 removable glue dots at the spine edge and the issues will mail in polybags.

### 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.
Reach more than 165,000 critical care, acute care and progressive care nurses with the only monthly source of news and current events about critical 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 165,000 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.
Product 2020 Advertising Rates and Dates

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<thead>
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<th>Frequency</th>
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<th>2/3 Pg</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
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<td>5,255</td>
<td>4,340</td>
<td>3,670</td>
<td>2,995</td>
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<td>1,340</td>
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</tbody>
</table>

Premium Positions

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%

Advertising Sales
Print and Online

Product/Device/Pharmaceutical
Companies A-M
Greg Pessagno
National Sales Manager
(410) 688-0182
greg.pessagno@wt-group.com
Companies N-Z
Kelley Russell
National Sales Manager
(214) 704-4628
kelley.russell@wt-group.com

Recruitment
Rhonda Truitt
Classified Sales Manager
rhonda.truitt@wt-group.com
(443) 512-8899 ext. 106

Please contact your sales representative for continuity programs.
Print Mechanical Requirements

Ad Requirements

Electronic submissions only. Please send ad materials to roland.keve@wt-group.com and joseph.farran@wt-group.com

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.) 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 Flatten 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 WTG 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.

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 ½" x 11 ½" to trim to 8 ¼" x 10 ½"; 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 ¼". Binding edge bleed ¾". BRCs need ½" 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)

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**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" (15¼" x 10" includes gutter spread)
- Full Page: 7" x 10"
- Half Page (Horizontal): 7" x 4½"
- Half Page (Vertical): 3¼" x 10"
- Quarter Page: 3¼" x 4½"

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

- One-Third Page (Vertical): 2½" x 10"
- Two-Third Page (Vertical): 4½" x 10"

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

- One-Eighth Page: 3¼" x 2½"

**Bleed sizes** *(available in AJCC and CCN only)*

- Spread: 16½" x 11½"
- Full Page: 8¾" x 11½"
- Half Vertical: 4¾" x 11½"
- Half Horizontal: 8¾" x 5½"

*Hold live matter ½" from all sides.

*Trim size of journals is 8¼" x 10½"

**AACN Advanced Critical Care specs:** See page 7.
1. Commission

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

2. General Rate Policy

a) **Effective Rates and Discounts:** Beginning January 2020 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. 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.

4. Cancellations

If, for any reason, an advertisement is cancelled after the space 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 space closing date.

5. Advertising Acceptance Policy

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

6. Disposition of Material

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

7. 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.

8. 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.

9. 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.

10. Contracts, Insertion Orders and Ad Materials:

**Contracts and Insertion Orders: Product/Device/Pharmaceutical**

Companies A-M
Greg Pessagno, National Sales Manager
greg.pessagno@wt-group.com
(410) 688-0182

Companies N-Z
Kelley Russell, National Sales Manager
kelley.russell@wt-group.com
(214) 704-4628

**Recruitment**

Rhonda Truitt, Classified Sales Manager
rhonda.truitt@wt-group.com
(443) 512-8899 ext. 106

**Ad Materials:**

Joe Farran, Production Manager
joseph.farran@wt-group.com
(443) 512-8899 ext. 124

**Billing:**

Terry Dennsteadt, Billing Manager
terry.dennsteadt@wt-group.com
(443) 512-8899 ext. 112

**The Walchli Tauber Group**

2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Extend your exposure online

Whether you're looking to brand or promote your product, 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. **Advertising Exposure Across All Three AACN Journals.**

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

**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
EMAIL OPPORTUNITIES

Increase your exposure online

AACN CriticalCare Newsline biweekly emails

Reach more than 350,000 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.

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)

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.

Relevant content/news

Your message reaches 350,000 critical care and progressive care nurses with the following audiences to heighten engagement:
- Nurse Managers and Educators
- New Nurses and Experienced Staff Nurses
- Advanced Practice Nurses

Average delivered:
350,000

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

2020 Rates:

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

Average delivered:
350,000

Average open rate:
20%
CUSTOM OPPORTUNITIES

Reach 217,000 members, certificants and nurse constituents

Consider the many benefits of sending your custom content supplement bearing the AACN name

Value to nurses
- CE credits
- Concise, in-depth, focused information
- Education
- Confidence in patient care
- Improved outcome for patients
- Resource for personal and patient education
- Relationship with Industry

More value to advertisers
- Image building
- Brand recognition
- Optimal product utilization
- Recognition as a key provider of valuable education and quality products
- Relationship building with nurses, educators and patients
- Market saturation
- Competitive edge
- Product success
- Measurable reader impact from CE returns, web exposure

Single-supported activity format ideas:
- Exclusive supplements containing scientific monographs or enduring material can be submitted to reach 217,000 (print, digital, or both)
- Enduring materials from your NTI Sunrise Session in an NTI Morning Report
- Expert panels/roundtables
- Satellite sessions at NTI
- Cover tips
- Bellybands

When you partner with AACN, you reach our specialized audience of acute and critical care nurses while you help educate and advance patient care. Custom opportunities offer you direct access, visibility and the trust that comes with the AACN name. Ask us about the possibilities with or without CE.

Your influence
- More than 217,000 AACN members and subscribers
- Health educators, impressionable students
- Patients and families

Watch for new Online Sponsored Content opportunities on the AACN Website in Summer 2020
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 350,000 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.
Gain immediate ACCESS to more than 7,000 nurses at AACN’s NTI 2021

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)