AACN: REACH AND RECRUIT THE LARGEST AUDIENCE IN CRITICAL CARE NURSING

Print    Online    Custom Publishing

The official publications of the American Association of Critical-Care Nurses
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. AACN serves more than 217,000 members, certificants and nurse constituents.

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

American Association of Critical-Care Nurses Readership Survey, 2019
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

Banner Ad Specifications:
• Acceptable file formats: GIF, JPG
• Maximum size on banners: 60K
• All artwork is subject to review/acceptance by publisher prior to placement
• Expandable banners will not be accepted

For more information, contact Rhonda Truitt at (443) 512-8899 ext. 106 or e-mail rhonda.truitt@wt-group.com

U.S. Regional Circulation

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
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<td>Pacific</td>
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<tr>
<td>Mountain</td>
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<tr>
<td>West North Central</td>
<td>5%</td>
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<tr>
<td>West South Central</td>
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<td>East North Central</td>
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<tr>
<td>Mid Atlantic</td>
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<tr>
<td>New England</td>
<td>4%</td>
</tr>
<tr>
<td>South Atlantic</td>
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</table>

*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 published bi-monthly in odd months.

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
Recruitment 2020 Advertising Rates and Dates

<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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<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>
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<td>12/27/19</td>
<td>Association for Nursing Professional Development (ANPD) April 28 - May 1, Chicago, IL</td>
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<td>National Organization of Nurse Practitioner Faculties (NONPF) April 4-7, Atlanta, GA</td>
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<tr>
<td>AJCC</td>
<td>Mar</td>
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<td>1/28/20</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 4-7, Indianapolis, IN</td>
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<td>TravCon September 13-16, 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>AJCC</td>
<td>Sep</td>
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<td>TRENDs in Critical Care Nursing October, TBD</td>
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<td>CCN</td>
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<td>11/2/20</td>
<td>National Association of Neonatal Nurses (NANN) September 23-26, New Orleans, LA</td>
</tr>
</tbody>
</table>

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: please contact your sales representative.

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.

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

Please contact your sales representative for continuity programs.
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

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

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**About the readers of AACN Advanced Critical Care**

45% save the issue for future reference

40% share with a colleague

**Content attribute ratings**

96% of respondents felt the journal’s overall content was of value at work

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

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Rate</th>
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<td>Cover 2</td>
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<td>Cover 4</td>
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<th>Bonus Distribution</th>
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<tr>
<td>Spring</td>
<td>1/28/20</td>
<td>2/4/20</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 4-7, Indianapolis, IN</td>
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| Summer     | 4/28/20    | 5/5/20       | 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 |
| Fall       | 7/27/20    | 8/3/20       |  |
| 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 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 165,000 acute, critical care, and progressive 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.
## Recruitment 2020 Advertising Rates and Dates

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<th>2/3 Pg</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>Per page or fraction</th>
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### Color Rates

- **Per page or fraction**: Page
- **Color Rates**: Standard Color $700, Matched Color $1,020, Four Color $1,690

### 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.

### 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

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

### 2020 Issue

<table>
<thead>
<tr>
<th>Year</th>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
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<tr>
<td>Dec</td>
<td></td>
<td>11/5/20</td>
<td>11/12/20</td>
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</tbody>
</table>
Mechanical Requirements

Ad Requirements

Electronic submissions only. Email to rhonda.truitt@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 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 WTG 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 ⅛" x 10 ⅛"; 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 ½". BRCs need ½" margin from edge of grind to vertical perf. Journals jog to the head.

d) **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" (15¼" x 10" includes gutter spread)
**Full Page:** 7" x 10"
**Half Page (Horizontal):** 7" x 4½"
**Half Page (Vertical):** 3½" x 10"
**Quarter Page:** 3½" x 4½"

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

One-Third Page (Vertical): 2½" x 10"
Two-Third Page (Vertical): 4¾" x 10"

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

One-Eighth Page: 3¾" x 2¼"

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

**Spread:** 16½" x 11½"
**Full Page:** 8¾" x 11½"
**Half Vertical:** 4¼" x 11½"
**Half Horizontal:** 8¾" x 5½"

*Hold live matter ½" from all sides.*

**Trim size of journals is 8½" x 10¾"**

AACN Advanced Critical Care specs:

See page 7.
Insertion Information

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. Classified
   Cost per word, 21 word minimum, net rate, non-commissionable:
   
<table>
<thead>
<tr>
<th>Words</th>
<th>Rate</th>
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<tbody>
<tr>
<td>21-40</td>
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<td>101-plus</td>
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   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 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.

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:
    Rhonda Truitt
    Classified Sales Manager
    rhonda.truitt@wt-group.com
    (443) 512-8899 ext. 106
    
    The Walchli Tauber Group
    2225 Old Emmorton Road, Suite 201
    Bel Air, MD 21015
Extend your exposure online

Whether you're looking to promote a nursing education program or recruit critical 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
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.

Average delivered:

\[ \text{350,000} \]

Average open rate:

\[ \text{20\%} \]

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

Now More Articles Per Newsline

Exclusive ad placement

One ad per email is sent to the full list of AACN opt-in recipients with \textit{100\% share of voice.}

Relevant content/news

Now your message appears within \textit{relevant 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.

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

2020 Rates:

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

- 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

Increase Your Reach!

Featured Career Opportunities:

Includes a 30-day job posting on AACN Career Center and a listing in the Featured Career Opportunities in the AACN CriticalCare Newsline, reaching 350,000 critical care nurses. $725.

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 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.

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 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)