

2010

Classified Ad Rates

Issued: September 2009

American Nurse today

www.americannursetoday.com

Editorial Niche

American Nurse Today is the only nursing journal guaranteed to be received by all members of the American Nurses Association bi-monthly and serves as a new voice of nursing today. The journal provides vital clinical data, information, news and insight from authoritative experts that will enable nurses to advance their careers and profession while enhancing patient care. *American Nurse Today* is a comprehensive, peer-reviewed journal written by nursing experts and presented in a reader-friendly format.

Total Circulation: 175,000*

* Source: Publisher Statement

Classified Print Advertising Rates



Line ads	\$43 per line
Bold Text	\$36 per line
2-color	\$60 per line

(Minimum 10 lines for employment; all other ads minimum 5 lines. Line ads do not include an online listing.)

Classified Rates**

Size	1 time	Size	1 time
1/32 page	\$674	1/4 page	\$2,679
1/16 page	\$1,166	1/2 page	\$4,357
1/8 page	\$1,960	Full page	\$7,350

New Frequency Packages

Place 2 ads, get the third for 30% off
Place 4 ads, get the fifth one for free

Color Rates

2-color	\$601
2-color matched PMS	\$781
4-color	\$2,104

* All display ads except the line ads and product/services ads include an online job listing on Career Sphere and a job alert.

* Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discount will not apply to line ads. Pubset ads and production charges are non-commissionable.

Classified Headings

No special headings permitted. When no heading is requested, we will use our own judgment in classifying an ad.

Classified Headings: Faculty Positions, Locum Tenens, Medical Meetings, Medical Services, Miscellaneous, Positions Available, Positions Wanted, Books/Supplies, Computer/Software, Medical Education, Medical Equipment/Supplies, Real Estate

Issuance & Closing Dates

Frequency: 6 issues a year • Mailing Date: 5th of each month

Copy changes/cancellations must be received on or before closing date of the scheduled issue(s).

Issue	Closing Date	Issue	Closing Date
Jan/Feb	Dec. 28, 2009	July/Aug	June 28, 2010
Mar/Apr	Feb. 24, 2010	Sept/Oct	Aug. 26, 2010
May/June	April 27, 2010	Nov/Dec	Oct. 27, 2010

Bonus Distributions

Jan/Feb issue:	ANA's National Database of Nursing Quality Indicators (NDNQI) 2009 Conference (Jan 20-22, New Orleans, LA)
Mar/Apr. issue:	AORN – (March 13-18, Denver, CO) AONE – American Association of Nurse Executives (April 9-13, Indianapolis, IN) AACN – NTI -American Association of Critical Care Nurses (May 15-20, Washington DC)
Nov/Dec. issue:	AAN – American Academy of Nursing (Nov 11-13, Washington, DC)

Print Specifications

For more information:

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Size	Width	Height	Size	Width	Height
1/32	1.625" X	1"	1/4	3.4375" X	4.5"
1/16V	1.625" X	2"	1/2V	3.4375" X	9.25"
1/16H	3.4375" X	1.0625"	1/2H	7" X	4.5"
1/8V	1.625" X	4.5"	Full Page	7" X	9.25"
1/8H	3.4375" X	2.125"			

Click the link below to be directed to our Web site for:

- Classified Print Specifications • Production Materials • Production Charges •
- Administrative Fees • Policies • Billing & Credit •

Or go directly to <http://www.valleyforgepress.com/terms.html>