

Viewpoint Publication

Viewpoint is a bi-monthly national publication with a circulation of over 3,500. It is indexed within CINAHL, serving ambulatory care nurses, nurse executives, nurse managers, outpatient clinic nurses, emergency nurses, and nurses working in managed care environments. It is published six times per year (January/February, March/April, May/June, July/August, September/October, and November/December). The issue date is the third week of the month of issue (i.e., the January/February issues comes out the third week in January). The closing date for all advertisements is the 5th of the month preceding date of issue. AAACN reserves the right to review all advertising materials submitted. If these materials are not in keeping with the AAACN mission, we reserve the right to reject the submitted material.

Advertising Rates (Gross rates)

Full page (no bleed)	7.5" W x 10" L	\$ 1,025
Full page (bleed)	8.75" W x 11.25" L	\$ 1,025
Half Page (horizontal)	7.5" W x 5" L	\$ 875
Half Page (vertical)	3 9/16" W x 10" L	\$ 875
1/3 Page	5.25" W x 5.25" L	\$ 725
1/4 Page	3.5" W x 4.75" L	\$ 675
Trim Size	8.5" W x 11" L	

*** COLOR RATES PLEASE ADD \$900 TO ABOVE SIZE ***

Recruitment/Classified advertisements

\$500 for 10 lines (40 characters per line).

Additional lines at \$50 per line or a portion thereof.

Agency Discount - AAACN will extend a commercial advertising agency discount of 15% for accounts paid in 30 days. There are no cash discounts. The publisher reserves the right to hold the advertising agent jointly and severally liable for such monies as are due and payable to AAACN.

AAACN Website (www.aacn.org)

- \$900 for 1 Month! \$1,550 for Two Months!! (Net costs) **Must be Prepaid.**
- Sidebar Banner – 180 px Wide by (up to) 150 px Tall in JPEG or GIF (may be animated), but no larger than 24 K with direct link to company, product, or service
- Displayed on every main tab along left side border (excluding Homepage)

AAACN Monthly E-News

- \$1,000 an issue – Frequency discounts available! (Net costs)
- Banner Ad – 180 px wide by (up to) 150 px tall in JPEG or GIF (may be animated), but no larger than 24 K
- Text advertisement – \$500 for 10 lines (40 char per line). Additional lines at \$25 per line or portion thereof.
- Copy due by first week of each month. Distributed the third week of each month.
- **All news advertising must be prepaid.**
- Circulation is 3,500+ nurses

Online Library Advertising (www.prolibraries.com/aacn)

- Pricing from \$750-\$2,500! Limited opportunities so act now! (Net costs)
- Banner Locations Available – Header Banners, Homepage Main Image, Left Bar, and other locations available!
- Put your company's message in front of professionals coming to the Digital Library to obtain their education. This is a great way for added visibility for your company both pre- and post conference.

Forward all contracts, insertions orders, printing materials and correspondence to **Lauren McKeown - Marketing Coordinator, or Tom Greene - Marketing Director, AAACN National Office, East Holly Avenue, Box 56, Pitman, NJ, 08071.** If you have any questions, please call Lauren directly at 856.256.2432 (Email: lauren.mckeown@ajj.com) or Tom at 856.256.2367 (Email: tom.greene@aacn.org). Fax 856.589.7463. Thank you!