

2021 Advertising Rates

ViewPoint Publication

Viewpoint is a bi-monthly national publication with a circulation of over 4,400+. 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 closing date for all advertisements is the 1st of the month preceding date of issue with ad materials due no later than the 10th of the same month (i.e., January 1st and January 10th for the January/February 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.

Commercial advertising rates

Full page (no bleed)	7.5" W x 10" L	\$ 1,250 Net
Full page (bleed)	8.75' W x 11.25" L	\$ 1,250 Net
Half Page (horizontal)	7.5" W x 5" L	\$ 1,000 Net
Half Page (vertical)	3 9/16" W x 10" L	\$ 1,000 Net
Trim Size	8.5" W x 11" L	

*** COLOR RATES PLEASE ADD \$750 TO ABOVE SIZE ***

[Click here for Insertion Order](#)

AACN Website (www.aacn.org) All Digital ads must be PREPAID.

- \$1,500 Net, one month placement – Horizontal Leaderboard (300w x 50h pixels)
- \$1,250 Net, one month placement – Rectangle Banner (300w x 600h pixels)
- \$1,000 Net, one month placement – Square Banner (300w x 300h pixels)
- Accepted Files are PNG, JPEG or GIF (may be animated), no larger than 43K, with a direct link to your chosen URL address.
- Website views on average 35,000+ visits per month.
- Displayed on Drop Down Pages
- [Click here for Insertion Order](#)

AACN Monthly Enews All Digital ads must be PREPAID.

- \$1,500 Net, per Issue – Horizontal Leaderboard (300w x 50h pixels)
- Accepted Files are PNG, JPEG or GIF (may be animated), no larger than 43K, with a direct link to your chosen URL address.
- Materials due by first week of each month.
- Circulation is over 4,400+
- [Click here for Insertion Order](#)

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

- Pricing from \$1,000-\$2,500! Limited opportunities so act now! (Net costs)
- Banner Locations Available – Header Banners, Home Page 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.

Forward all contracts, insertions orders, printing materials and correspondence to **Heidi Perret-Marketing Coordinator, or Tom Greene-Marketing Director, AAACN National Office, 200 East Holly Avenue, Sewell, NJ, 08080.** If you have any questions, please call Heidi direct at 856.256.2375 (Email: heidi.perret@ajj.com) or Tom at 856.256.2367 (Email: tom.greene@aacn.org). Fax 856.589.7463. Thank you!