

2022 Advertising Rates

ViewPoint Publication

Viewpoint is a bi-monthly national publication with a circulation of over 4,010+. 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 ***

See Insertion Order Below

AAACN Web Site (www.aaacn.org) All Digital ads must be PREPAID.

- \$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.
- Web Site views on average 35,000+ visits per month.
- Displayed on Drop Down Pages
- See Sponsorship Order Form Below

AAACN Monthly Enews All Digital ads must be PREPAID.

- \$1,500 Net, per Issue – Horizontal Leaderboard (1200 pixels wide x 200 pixels tall)
- High Resolution JPEG format (300 dpi) no larger than 43K, with a direct link to your chosen URL address.
- Ad materials due no later than the 8th of the month of issue.
- Circulation is over 4,010+
- See Sponsorship Order Form Below

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

- 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.

Stand Alone Webinar sponsorship All webinars must be PREPAID

- \$7500 Net (please call for more information)
- Includes all platform provider costs, including speaker webcam, webinar practice, set-up, live event moderation, social media postings, and email blasts to AAACN membership.

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@aaacn.org). Fax 856.589.7463. Thank you!

Publication: *ViewPoint* Insertion Order

Company Name: _____

Billing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Contact: _____

E-mail: _____ **Phone:** _____

1 Page Black & White ad **\$1250**

1/2 Page Black & White ad **\$1000**

Vertical Horizontal

Four color (additional charge) **\$750**

ROB Position

2nd cover / 30% premium

3rd cover / 20% premium

4th cover / 50% premium*

*must be four color

Specs:	Width	Depth
One Page	7.5"	10"
1/2 Page (V)	3 9/16"	10"
1/2 Page (H)	7.5"	5"
Bleed Size	8.75"	11.25"
Trim Size	8 1/8"	10 7/8"

January/February 2022 issue

Space reservations due by January 3; Materials due January 10, 2022

March/April 2022 issue

Space reservations due by March 1; Materials due March 8, 2022

May/June 2022 issue

Space reservations due by May 2; Materials due May 11, 2022

July/August 2022 issue

Space reservations due by July 1; Materials due July 7, 2022

September/October 2022 issue

Space reservations due by September 1; Materials due September 8, 2022

November/December 2022 issue

Space reservations due by November 1; Materials due November 8, 2022

Please send high resolution PDF to heidi.perret@ajj.com

You will be invoiced after the issue has been printed.

Signature: _____ Date: _____

American Academy of Ambulatory Care Nursing Website Banner Advertising Form

The AAACN Website, www.aaacn.org, now averages approximately over 35,000+ visits in a one-month. Your banner ad will have a direct link to the Web page of your choice: **All requests must be PREPAID**

Square Banner Advertisement / 300w x 300h in JPEG, GIF, PNG format / Displayed on Dropdown pages)
 \$1,250 net per month

Jan _____ Feb _____ Mar _____ Apr _____ May _____ Jun _____ Jul _____ Aug _____ Sep _____ Oct _____ Nov _____ Dec _____

Banners may be animated (43K limit) with link to company, product or service.
All advertisements are subject to approval by AAACN and may be declined without providing cause.

Company Name _____

Address _____

City _____ State _____ Zip Code _____

URL Linking Address _____

Contact _____ Email address _____

Please send this order form and payment to: [Heidi Perret / heidi.perret@ajj.com](mailto:heidi.perret@ajj.com) / 856-256-2375

Full Payment by Credit Card

___ Visa ___ MasterCard ___ AMEX

Name on Credit Card _____

Credit Card Number _____

Charge Amount _____ Expiration Date _____ Security code _____

Credit Billing address: street # _____ zip code _____

Signature _____

AAACN Tax ID # 51-0231130
If paying with a check please send this order form and payment to:
 AAACN / Attn: Heidi Perret
 East Holly Avenue/Box 56 Pitman, NJ 08071

**AAACN EMAIL NEWSLETTER
SPONSORSHIP FORM**

Sponsorship of the AAACN's electronic monthly newsletter (emailed to all AAACN members and prospects— currently over 4010+ circulation) is \$1500 net per issue. This entitles you to a banner on the newsletter, to include your logo and a link to your website. All requests must be PREPAID.

*All advertisements are subject to approval by AAACN
and may be declined at the discretion of AAACN without providing cause.*

Select Month you wish to sponsor:

January February March April May June
 July August Sept Oct Nov December

TOTAL AMOUNT ENCLOSED \$ _____

AAACN Tax ID #: 51-0231130

Your graphic can be your logo or an advertisement:
Dimensions: up to 1200 pixels wide x 200 pixels tall
File types high resolution JPEG (300 dpi)
 We reserve the right to optimize graphics if they do not meet our specifications
 All ad materials are due by the 8th of the month you are sponsoring.

We understand that **AAACN Email Newsletter** sponsorship is for one issue only, unless otherwise specified above.

Sponsoring Company _____

Address _____

City _____ State _____ Zip Code _____

Contact _____ phone number _____

email address _____

URL address _____

Full Payment to be made via Check payable to AAACN (Tax ID #51-0231130)

Full Payment to be made via Credit Card

Visa MasterCard AMEX

Name on Credit Card _____

Credit Card Number _____

Charge Amount \$ _____ Security Code _____ Exp Date _____

Credit Billing Address Street # _____ Zip Code _____

Signature _____ Date _____

Please send this order form and payment to AAACN to:
 ATTN: Heidi Perret
 AAACN ~ East Holly Avenue/Box 56, Pitman, NJ 08071
 Telephone: 856-256-2375 email: heidi.perret@ajj.com