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# Nursing Economics®

The  
Journal for Healthcare Leaders

*A Jannetti Publications, Inc. Journal*

## 2020 Rate Card

Volume 37 • Number 3

**Nursing Economics®**

Volume 37 • Number 4

**Nursing Economics®**  
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The Future of Nursing 2020-2030

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Measuring Nursing Care Value, Big Data, and the Challenges of Estimating Causal Effects

[nursingeconomics.net](http://nursingeconomics.net)

Journal Advertising  
Promotions  
Website Advertising  
Podcast Sponsorship  
Reprints  
Advertorials  
Facebook and Twitter

Visit our Website

[www.nursingeconomics.net](http://www.nursingeconomics.net)

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# 2020 Advertising Rates – Effective January 1, 2020

## *Influential Readership!*

*Nursing Executives, Chief Nursing Officers, Administrators, VPs, Directors of Nursing, Health Care Strategists, Deans and Faculty, Nursing Management Professionals, Nurse Scientists and Consultants*

*plus*

*Bonus Circulations throughout 2020 to Nursing Directors, VPs, CNOs,  
Nurse Educators, Faculty Deans and more!*

## 2020 Bonus Distribution Schedule

As part of its subscriber base, **Nursing Economic\$** features bonus promotions throughout the year to conference attendees, Nurse Executives, Nurse Faculty and Deans as scheduled:

### January/February Issue:

Space Closing: . . . . . Extended to *January 17, 2020*

Ad Materials Due . . . . . Extended to *January 23, 2020*

- Bonus distribution at American Academy of Ambulatory Care Nursing Conference

### March/April Issue:

Space Closing: . . . . . *February 3, 2020*

Ad Materials Due: . . . . . *February 5, 2020*

- Bonus Mailing to Magnet Conference attendees

### May/June Issue:

Space Closing: . . . . . *April 2, 2020*

Ad Materials Due: . . . . . *April 8, 2020*

- Bonus Mailing to Nurse Leaders

### July/August Issue:

Space Closing: . . . . . *June 3, 2020*

Ad Materials Due: . . . . . *June 7, 2020*

- Bonus distribution at Magnet Conference and American Academy of Medical-Surgical Nurses Convention

### September/October Issue:

Space Closing: . . . . . *August 3, 2020*

Ad Materials Due: . . . . . *August 11, 2020*

- Special issue on Nurse Staffing

### November/December Issue:

Space Closing: . . . . . *October 1, 2020*

Ad Materials Due: . . . . . *October 7, 2020*

- Bonus Mailing to Nurse Executives

### Publisher:

Anthony J. Jannetti, Inc.  
East Holly Avenue, Box 56  
Pitman, NJ 08071-0056  
Federal I.D. #22-3018541

### Editor:

Donna M. Nickitas, PhD, RN,  
NEA-BC, CNE, FAAN

**Established:** 1983

### Services to Advertisers:

- Advertising Placement Interspersed
- Facebook and Twitter
- Mailing List
- Market Research
- Website Advertising
- Demographic Targeting

### Advertising Representatives:

Rick Gabler, Advertising Manager  
Phone: 856-256-2314 • FAX: 856-589-7463  
Email: rick.gabler@ajj.com

### Subscription Rates:

\$99.00 per year U.S. individual; \$125.00 per year Institutional;  
(Foreign) individual \$134.00 per year; (Foreign) institutional \$160.00 per year

### Editorial/Advertising Rate:

A maximum of 60/40 will be maintained



[www.facebook.com/nursingconomics](http://www.facebook.com/nursingconomics)



[www.twitter.com/NursingEcon](http://www.twitter.com/NursingEcon)

## **Nursing Economic\$ Website Advertising Opportunities for 2020**

**Over 25,000 page views per month!**

**Nursing Economic\$** offers excellent marketing opportunities for promoting your products and messages in 2020, through Website and social media advertising opportunities. Reach influential readership and feature your organizational message when you advertise with:

**Banner Ads:** Banner size (ad 728W X 90H pixels). The Banner ad cost is \$2,500 net per annual quarter. Other sizes available upon request.

**Classified Advertising:** **Nursing Economic\$** accepts line classified advertising for its journal and Website. The base fee for a line classified ad or Website posting is \$300 for an 18-line (42 characters per line) plus \$20 a line for each additional line. All line ads are noncommissionable. All ads must be prepaid.

For more information please contact **Nursing Economic\$** Advertising Representatives at:

**Advertising Manager**

Rick Gabler

**Phone Number:** 856-256-2314 • **FAX:** 856-589-7463

**Email:** rick.gabler@ajj.com

**Web site:** [www.nursingconomics.net](http://www.nursingconomics.net)

# Nursing Economics<sup>®</sup>

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## Issuance:

- Frequency: Six times a year (Jan/Feb, March/April, May/June, July/August, Sept/Oct, Nov/Dec).
- Issue date: 1st week of 2nd month of issue (i.e., Jan/Feb issue is mailed Feb 5).

Established: 1983

Subscription Rate: Personal - \$99/year  
Institutional - \$125/year

Editorial Advertising Ratio: A maximum of 60/40 will be maintained.

## Advertising Representatives:

Rick Gabler, Advertising Manager  
Phone: 856.256.2314  
FAX: 856-589-7463

## Commercial Rates

	1x	6x	12x
1 page	\$1,550	\$1,470	\$1,400
2/3 page	1,195	1,135	1,080
Junior page	1,125	1,070	1,030
1/2 page	1,050	1,000	950
1/3 page	850	800	770
1/4 page	760	735	710

## Recruitment Rates

	1x	6x	12x
1 page	\$1,255	\$1,155	\$1,120
2/3 page	960	910	875
Junior page	900	860	830
1/2 page	840	780	760
1/3 page	680	630	615
1/4 page	625	575	555

## Preferred Positions:

Covers noncancelable  
Page One (30% premium) 3rd Cover (20% premium)  
2nd Cover (30% premium) 4th Cover (50% premium)  
Center Spread (20% premium per page)  
Other Guaranteed Positions (10% premium)  
Page Facing Contents & Page Facing 1st Text (20% premium)  
\* Four-color advertisements only on cover positions.

## Inserts:

Two-page: 3 times earned black and white rate  
Four-page: 5 times earned black and white rate  
Please consult advertising representative for other inserts.

## Rate Protection Policy:

Rates are subject to change without notice. Contracts are accepted with the understanding that rates will be guaranteed for one issue beyond last issue closed.

## Typesetting (noncommissionable):

### Approximate cost

1/4 page \$75  
1/2 page \$110  
Full page \$165

## Bleed:

No charge

## Guaranteed Circulation/Readership:

5,500

## Circulation Verification:

Sworn statement and U.S. Post Office records for periodicals class mail.

## Coverage and Market:

- Coverage: National
- Market Served: Nursing Executives, Administrators, VP Nursing, Directors of Nursing, Deans of Nursing and other Faculty, Nursing Management and Consultants.

## Color Rates:

Matched color: \$575 per page plus earned b/w rate

Four color process: \$1,050 per page plus earned b/w rate

## Closing Dates:

- Reservations: 1st of month preceding date of issue (i.e., July/August issue closes June 1).
- Cancellations: 1st of month preceding date of issue.
- Materials: 5th of month preceding date of issue.

## Agency Commission:

15% for accounts paid in 30 days. No cash discount. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

## Mechanical Requirements

Space Unit	Width	Depth	Space Unit	Width	Depth
1 page	7"	10"	1/3 page (v)	2 1/4"	10"
2/3 page	4 1/2"	10"	1/3 page (h)	4 1/2"	4 7/8"
Junior page	4 1/2"	7 1/2"	1/4 page	3 3/8"	4 7/8"
1/2 page (v)	3 3/8"	10"	Bleed page size	8 3/8"	11 1/8"
1/2 page (h)	7"	4 7/8"	Trim size	8 1/8"	10 7/8"

## Reproduction:

**Nursing Economic\$** is reproduced by offset lithography and is saddle stitch. Journal stock is: Covers – 80 lb. Enamel; Inside – 50 lb. Dependoweb.

Color proofs: An accurate color print/proof of how your ad should print must be supplied. If a color print/proof is not included with your ad file, **Nursing Economic\$** is not responsible for the color quality of your printed advertisement.

## PDF File is the Accepted Format:

PDF files should be sent via email (rick.gabler@ajj.com) or CD Rom. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

## Disposition of Reproduction Materials:

Reproduction materials will be held for one year from date of last insertion and then destroyed.

## Send all Ad Materials to the Following:

### Nursing Economic\$

Anthony J. Jannetti, Inc.  
East Holly Avenue, Box 56 • Pitman, NJ 08071-0056  
Attn: Rick Gabler  
856-256-2314 Fax: 856-589-7463  
Email: rick.gabler@ajj.com

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## Ideas, Analysis, and Evidence

Connect with  
Influential Healthcare  
Leaders



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[twitter.com/nursingEcon](https://twitter.com/nursingEcon)

Over 12,000 Followers



[facebook.com/NursingEconomics](https://facebook.com/NursingEconomics)

Over 2,700 Followers

## NEW!

### Nursing Economic\$ Podcast Series Sponsorship Opportunities

The *Nursing Economic\$* Podcast Series provides extended content relating to articles published in the journal, such as author interviews and round table discussions. The *Nursing Economic\$* Editorial Board is currently developing episodes for production in 2020. Sponsorship will include two placements up to 30 seconds each within the podcast episode (one near the beginning and one towards the end). The ad spots will include your company's name and website. Example: "This episode of the *Nursing Economic\$* Podcast Series is brought to you by **XYZ Company**. Visit their website at **thisisthewebsite.com** for information about their latest product/service."

The *Nursing Economic\$* Podcast Series is available on iTunes, Google Podcasts, Spotify, Stitcher, TuneIn Radio, Spreaker, Podcast Addict, and wherever listeners get their podcasts.

