2022 Rate Card

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www.nursingeconomics.net
2022 Advertising Rates – Effective January 1, 2022

**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 2022 to Nursing Directors, VPs, CNOs, Nurse Educators, Faculty Deans and more!

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**2022 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 14, 2022
Ad Materials Due: . . . . . . . . . . . . Extended to January 21, 2022
- Bonus distribution at American Academy of Ambulatory Care Nursing Conference

**March/April Issue:**
Space Closing: . . . . . . . . . . . . February 4, 2022
Ad Materials Due: . . . . . . . . . . . . February 7, 2022
- Focus on higher nurse education

**May/June Issue:**
Space Closing: . . . . . . . . . . . . April 1, 2022
Ad Materials Due: . . . . . . . . . . . . April 8, 2022
- Bonus Mailing to Nurse Leaders/Executives & CNOs

**July/August Issue:**
Space Closing: . . . . . . . . . . . . June 3, 2022
Ad Materials Due: . . . . . . . . . . . . June 10, 2022
- Bonus distribution at Magnet Conference and American Academy of Medical-Surgical Nurses Convention

**September/October Issue:**
Space Closing: . . . . . . . . . . . . August 5, 2022
Ad Materials Due: . . . . . . . . . . . . August 12, 2022
- Special issue on Nurse Staffing

**November/December Issue:**
Space Closing: . . . . . . . . . . . . September 30, 2022
Ad Materials Due: . . . . . . . . . . . . October 7, 2022
- Focus on Nurse Executives and New Developing Roles in Hospitals

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**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
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- Market Research
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- Demographic Targeting

**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

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**Nursing Economic*$ Website**

**Advertising Opportunities for 2022**

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

*Nursing Economic*$ offers excellent marketing opportunities for promoting your products and messages in 2021, 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**
Danielle Vellucci

**Phone Number:** 856-256-2356 • **FAX:** 856-589-7463

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**Web site:** www.nursingeconomics.net
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A Jannetti Publications Inc. Journal

Established: 1983
Subscription Rate: Personal - $99/year
Institutional - $125/year

Guaranteed Circulation/Readership:
5,500

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

Coverage and Market:
a. Coverage: National
b. 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:
a. Reservations: 1st of month preceding date of issue (i.e., July/August issue closes June 1).
b. Cancellations: 1st of month preceding date of issue.
c. 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

Reproduction:
Nursing Economics$ 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 Economics$ 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 Economics$ Anthony J. Jannetti, Inc. East Holly Avenue, Box 56 • Pitman, NJ 08071-0056 Attn: Danielle V Danielle.vellucci@ajj.com
Ideas, Analysis, and Evidence

Connect with Influential Healthcare Leaders

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.