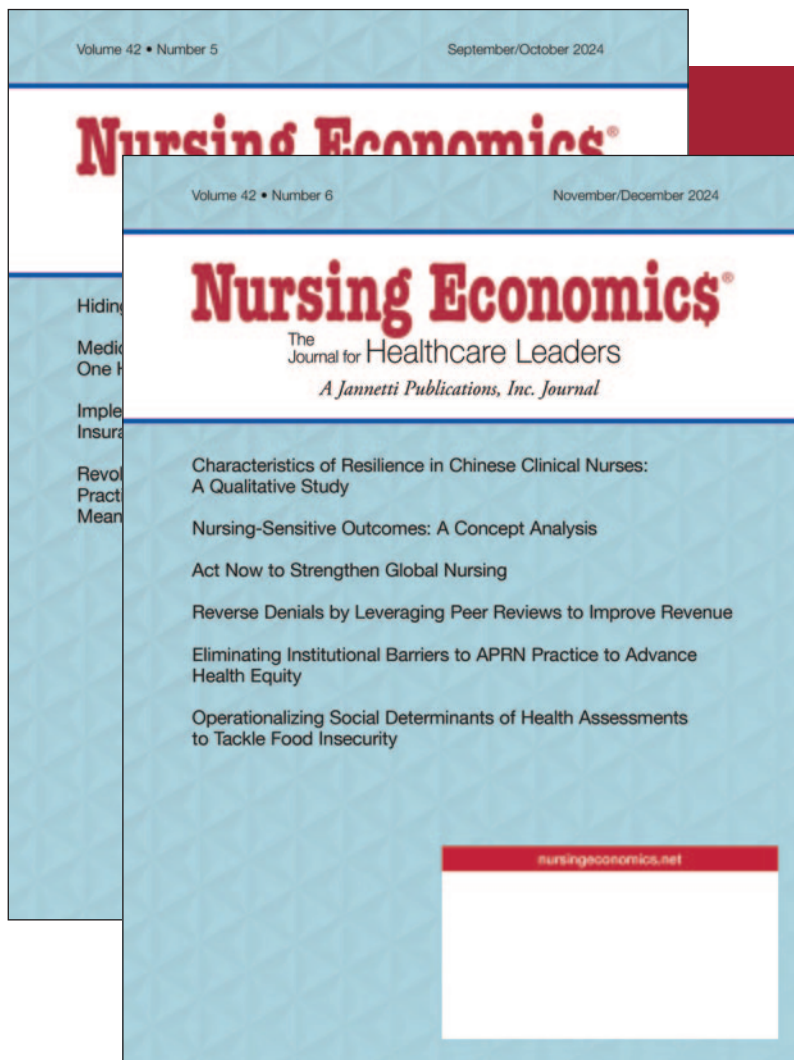

Nursing Economics®

The
Journal for Healthcare Leaders

A Jannetti Publications, Inc. Journal

2025 Rate Card



Established in 1983

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Promotions
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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

2025 Advertising Rates – Effective January 1, 2025

Commercial Rates

	1x	6x
1 page	\$1,550	\$1,470
1/2 page	1,050	1,000

Recruitment Rates

	1x	6x
1 page	\$1,255	\$1,155
1/2 page	840	780

Color Rates:

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

* Four-color advertisements only on cover positions.

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.

Mechanical Requirements

Space Unit	Width	Depth
1 page	7"	10"
1/2 page (v)	3 3/8"	10"
1/2 page (h)	7"	4 7/8"

Bleed full page size: 8 3/8" X 11 1/8" | Trim size: 8 1/8" x 10 7/8"

Issuance:

- Frequency: Six times a year
- Issue date: 1st week of 2nd month of issue (i.e., Jan/Feb issue is mailed Feb 5).

January/February Issue:

Space Closing: *December 9, 2024*

Ad Materials Due: *December 16, 2024*

March/April Issue:

Space Closing: *February 5, 2025*

Ad Materials Due: *February 12, 2025*

May/June Issue:

Space Closing: *April 7, 2025*

Ad Materials Due: *April 14, 2025*

July/August Issue:

Space Closing: *June 3, 2025*

Ad Materials Due: *June 10, 2025*

September/October Issue:

Space Closing: *August 5, 2025*

Ad Materials Due: *August 12, 2025*

November/December Issue:

Space Closing: *October 6, 2025*

Ad Materials Due: *October 13, 2025*

Guaranteed Circulation/Readership:

2,500

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

Subscription Rate:

Personal - \$117/year | Institutional - \$149/year

Editor:

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

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For more information please contact

Nursing Economic\$ Advertising Representative at:

Advertising Manager

Donna Olthoff

856-256-2423 | donna.olthoff@ajj.com

www.nursingeconomics.net

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Ideas, Analysis, and Evidence

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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. 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 Apple Podcasts, Spotify, TuneIn Radio, Spreaker, Podcast Addict, iHeart Radio, Amazon Music/Audible and wherever listeners get their podcasts.

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