National Student Nurses' Association

www.nsna.org

Rate Card Number 51 • Effective June 1, 2023
Official Magazine of the National Student Nurses' Association, Inc.

2023-2024 School Year

***Imprint* magazine is Online Only.**

Advertise career advancement, entry-level RN positions, internships, advanced degree opportunities, products and services to over 60,000 student nurses, faculty, deans, and nursing leaders nationwide.

Official Publication of:
National Student Nurses' Association, Inc.
Website: www.nsna.org

Publisher:
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Communication Specialist:
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The Professional Magazine for Student Nurses

Imprint

National Student Nurses' Association, Inc.®

Advertising Rates and Data for 2023-2024 School Year

General Information & Circulation

1. **Issuance:**
   a. *Frequency:*
   Five times each year on an academic schedule:
   September/October
   November/December
   January
   February/March
   April/May

   b. *Issue Date:*
   Last day of end issue month (e.g., January 31)

2. **Established:** 1968

3. **Subscription Rate:**
   $18.00 per year in the United States
   $ 5.00 per single copy

4. **Editorial:**
   Imprint is the official publication of the National Student Nurses' Association (NSNA) established in 1952. Articles are written by nurse experts, faculty and students on various topics such as: career development and academic advancement; Professional Identity Formation in Nursing; trends and issues in nursing education and practice; news items; feature articles on themes determined for each issue by the *Imprint* editor; and stories about NSNA chapter leaders.

5. **Editorial / Advertising Ratio:**
   A maximum of 50/50 will be maintained for the 2023/2024 school year.

6. **Services to Advertisers:**
   Advertising placement interspersed; advertisers' index; and mailing list available for rental (restrictions apply).

Publication Schedule 2023-2024

September/October "Back to School/MidYear" Issue
Capture the attention of returning students and freshmen. This will also be the MidYear Conference issue featuring highlights of the MidYear Conference.
Closing Date: August 21, 2023

November/December "Winter Graduation" Issue
This is the time when seniors preparing to graduate in December and January start looking for future jobs and academic advancement opportunities. Target December and January graduates as they prepare to take the NCLEX licensure exam, continue their employment search, and consider options for RN completion and graduate education.
Closing Date: October 23, 2023

January "Career Planning Guide" Issue
The January issue is the Career Planning Guide. This Guide includes nursing specialties and organizations and is used year round by nursing students as a career development tool and career source.
Closing Date: November 27, 2023

February/March "Annual Convention" Issue
Our largest issue of the year, the Annual Convention issue will be used as a reference source by nursing students and faculty alike during the NSNA Annual Convention, April 4-8, 2024, Orlando, FL. The NSNA Convention issue offers a great opportunity to reach new graduates searching for their first RN position, academic advancement opportunities, NCLEX Review, and summer internships.
Closing Date: January 29, 2024

April/May "Graduation" Issue
Last chance to reach all graduating seniors with your important message. What better way to end the school year than to leave nursing students with a great impression about your products, RN positions, opportunities for academic advancement, summer internships and preceptorships.
Closing Date: March 18, 2024

7. **Guaranteed Circulation:**
   Average per issue: 60,000

8. **Coverage and Market:**
   a. Coverage: National
   b. Market Served: Pre-licensure nursing students and RNs in baccalaureate completion programs; nursing school libraries; nursing faculty, and all other decision makers.

National Advertising Representative:
Anthony J. Jannetti, Inc.
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Pitman, NJ 08071-0056
856-256-2300
Email: danielle.vellucci@ajj.com
Website: www.ajj.com/marketing/advopps/nsna.htm
Ben Smith, Sales Manager, West Coast and Central
Miriam Martin, Sales Manager, East Coast
Danielle Vellucci, Marketing Coordinator

Rates and Dates

Closing Dates	
September/October	08/21/2023
November/December	10/23/2023
January	11/27/2023
February/March	01/29/2024
April/May	03/18/2024

For-Profit Rates

*Rates listed below in **light blue bold** denote 3% discount rate if paying by check.*

	One Time	Three Times
One (Full) Page	$ 3,875 **(3,760)**	$ 3,450 **(3,350)**
1/2 Page	$ 2,900 **(2,815)**	$ 2,625 **(2,500)**

Non-Profit Rates

*Rates listed below in **light blue bold** denote 3% discount rate if paying by check. You may be asked to produce IRS non-profit determination letter.*

	One Time	Three Times
One (Full) Page	$ 3,475 **(3,371)**	$ 3,150 **(3,055)**
1/2 Page	$ 2,500 **(2,425)**	$ 2,200 **(2,134)**

PDF Ad Submission Checklist:

- ❑ Is ad the minimum of 300 dpi (resolution)?
- ❑ Have ALL fonts been imbedded or converted to outline?
- ❑ Are placed images/photos of high quality resolution?
- ❑ Is ad designed to the correct ad dimensions? (See chart below.)

Spec. Requirements	
Full Page	7.875" x 10.5"
½ Page horizontal	6.875" x 4.7"
½ Page vertical	3.312" x 9.65"

Acceptance of Advertisements:

All advertisements are subject to approval by the National Student Nurses' Association (NSNA). NSNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of the publisher.

Ad Placement:

Unless otherwise guaranteed, *Imprint* will generally rotate advertising placements with each issue. Placement away from competitors cannot be assured.

Publisher's Non-Liability:

Neither Publisher nor NSNA shall be liable for any costs or damages for failure to publish an advertisement or for publication errors.

Forward all Contracts and Insertion Orders to:

Danielle Vellucci
Email: danielle.vellucci@ajj.com

Advertisement Enhancements/Add-Ons

- **Video** – Add a video to your ad.
  - **Specs:** Advertiser provides YouTube or Vimeo link. No attachments. NSNA does not host video.
  - **Options:** Embed or Pop-up
  - **Price: $1,000**
- **Audio** – Enhance your ad with sound (e.g. podcast)
  - **Option:** Embed
  - **Price: $500**
- **Image Pop Up –** A simple page ad might not be enough to get your message across. Add a pop-up image to further expand on your message.
  - **Specs:** .jpg, .jpeg, and .png image formats accepted
  - **Price: $750** (per pop up. Multiple pop-ups can be purchased per ad.)
- **Webpage** – Embed a webpage/URL in your ad. This will give a preview of the website URL provided directly on the ad without having reader to click and direct to URL.
  - **Price: $850**
- **Additional URLs -** Ads with no enhancements/add-ons will just link to one URL of choice. However, additional URLs may be purchased for designated areas in ad.
  - **Price: $150**

For Further Information, Contact:

Danielle Vellucci
Anthony J. Jannetti, Inc.
856-256-2432
Email: danielle.vellucci@ajj.com

For information about online advertising (with a reach of over 60,000), please contact nsna@nsna.org, **attn: Online Advertising**.

Policies

Discounts/Agency Commission: 3% discount if paying by check (see rates in bold blue above); 15% Agency Commission **(Allowed for qualifying advertising agencies for accounts paid within 30 days).**

Earned Rates: Rates are earned by total number of insertions used within one year from date of first insertion. A spread is counted as two insertions. Inserts count each page as one insertion. The three-times rate is based upon three insertions during one year from January through December or from September through April.

Payment Policy: Terms: 30 days net; 3% discount if paying by check, Agency commissions will be disallowed for all bills not paid within 30 days. NSNA will not accept orders for advertisements from clients whose accounts are not current (i.e., paid in full on a timely basis).

Rate Protection Policy: Rates shown are in effect as of June 1, 2023. Rates are subject to change without notice, however, a protection will be extended on the existing rates for the duration of any written contract for 3 or more insertions from June 1, 2023 to May 31, 2024.

Publisher's Policies: Publisher will hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. Neither Publisher nor NSNA shall be liable for any costs or damages for failure to publish an advertisement or for publication errors. Positioning and acceptance of advertisement is at the discretion of the publisher. NSNA and Publisher are not responsible for errors, the advertisers' index or other indexed listing, or in pub sets.

Exhibit at the NSNA 41st MidYear Conference
November 2-4, 2023
San Diego, CA

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Exhibit at the NSNA 72nd Annual Convention
April 4-8, 2024
Orlando, FL

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