

**TARGET:  
OVER 150,000 Nurses**



**ADVERTISE:  
The American Nurse**

  
**ANA**  
AMERICAN NURSES  
ASSOCIATION

# Reaching RNs...

*The American Nurse* is the award-winning news magazine of the American Nurses Association (ANA). As the world's largest full-service nursing organization, ANA is a powerful lobbying entity that actually makes and shapes the news that it reports. ANA is a staunch supporter of nurses' rights and health care regulation and is a membership entity working to uplift the profession nationally. Our experienced journalists provide compelling editorial, provocative articles and up-to-date news and information that nurses need and want to know.

Many nursing publications report news on the myriad issues affecting nurses. What makes *The American Nurse* stand out above the rest is that the American Nurses Association is a key advocate in the issues that impact the everyday lives of nurses and has an insider's view of policies, regulations, legislation and national trends that affect nurses and their patients:

- **Nursing Ethics**
- **Staffing Issues**
- **Patient Safety**
- **Workplace Safety**
- **Workplace Advocacy**
- **Nursing Competence**
- **Political Affairs**
- **Health Care Policy**

*The American Nurse* covers these issues with compelling, cutting-edge editorial.

## Readers who Buy and Influence

- **69%** of our readers recommend OTC or prescription drugs at least twice a month to friends and relatives
- **64%** of *American Nurse* readers purchase, or influence the purchase of medical products
- **55%** of *The American Nurse's* readers recommend products to patients
- **Due to changes in several states' laws, a growing number of advanced practice readers have prescriptive authority in most states**

## Loyal Readers Drive Bonus Circulation

- **57%** of our readers keep all or part of *The American Nurse* after reading it – many pass it on, raising circulation
- **93%** of readers believe that *The American Nurse* keeps them in touch with the nursing profession and is relevant to their issues
- **77%** of readers typically spend over 15 minutes reading *The American Nurse*; **43%** spend 30 minutes or more
- **82%** of readers cite *The American Nurse* as a valuable benefit of ANA membership



## The American Nurse: 154,000 Readers in Profile\*

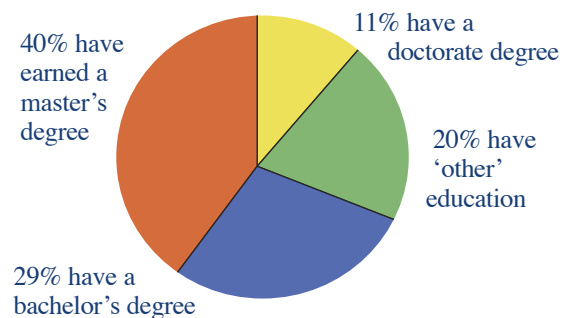
### Employment

90% have a full or part-time job — or both

### Household Income

77% have a household income of \$60,000 or more

### Education



\* *The American Nurse* 2003 Reader Survey

**The American Nurse's readers are found in all segments of today's exciting health care marketplace...**

Our readers are a true cross-section of the health care industry. They come from all geographic regions and nursing specialties and practice in diverse settings, including hospitals, hospices, home healthcare and nursing homes.

# Reaching Qualified Decision Makers and Leaders...



**The American Nurse's** Subscribers are a **Broad Spectrum of Nurses. OUR Readers...**

- Are ethnically diverse — and represent every state in the U.S.
- Range in age from their 20s to 60s (still in practice)
- Work in over 60 different areas of practice
- Are certified in their specialty areas — over 61% have certification

## Other ANA Marketing Opportunities

- **Enhance your Direct Mail Audience**  
Rent ANA's vast list of experienced & professional RNs  
**Call (800) 677-7959 for Marketing Services**
- **Exhibit at ANA's Convention**  
June 26-June 29, 2004 • Minneapolis  
To receive convention & exhibition materials  
**Call (202) 651-7210 or e-mail [exhibits@ana.org](mailto:exhibits@ana.org)**
- **Sponsor an ANA Event**  
Put your brand on high-visibility meeting materials  
**Call (202) 651-7203 to gain exposure to a quality nurse audience**
- **Place a Classified Ad**  
ANA is proud to partner with Monster.com for classified ads  
Go to: **<http://NursingWorld.Monster.com/login>**  
Click: **Post-A-Job**



Over 3000 RNs attend!

# Advertising Rates

Ad Size	1x	3x	6x
Full Page	\$5485	\$5065	\$4795
2/3 page (Mini Page)	\$3510	\$3335	\$3250
1/2 Page (Horizontal)	\$3250	\$3180	\$3120
1/2 Page (Vertical)	\$3250	\$3180	\$3120
1/4 Page (Vertical)	\$1910	\$1795	\$1690
1/8 Page (Horizontal)	\$985	\$900	\$845

15% commission on gross costs to accredited agencies.  
No commission on classified ads or production costs.

## Color Premium Positions

**2 color match:** \$945 Covers 2 & 4: 20% premium of earned black & white rate

**4 color:** \$1260 Cover 3 & Page 1: 10% premium of earned black & white rate

## Classified Advertising Rates

**Line:** 60 Day Posting for only \$335  
Go to: [NursingWorld.Monster.com/login](http://NursingWorld.Monster.com/login)  
Click: 'Post-A-Job'

## Mechanical Requirements

Space	Width x Depth
Full page (with 1/4" bleed)	11-1/4" x 12-3/4"
Full page (no bleed)	10" x 11-1/2"
2/3 page (Mini Page)	6" x 10-3/4"
1/2 Page (Horizontal)	9-1/4" x 5-1/4"
1/2 Page (Vertical)	4-1/2" x 10-3/4"
1/4 Page (Vertical)	4-1/2" x 5-1/4"
1/8 page (Vertical)	4-1/2" x 2-1/2"

**Preferred format:** Electronic art in Macintosh Quark XPress format is preferred with all graphics and fonts included. Other formats accepted: PDF, EPS, TIFF, JPG and BMP. All other ads will be returned if not in the proper format. Color ads require color proofs.

**Halftone screens:** Black & white: 85-100 line; 4-color 100-133 line.

**Inserts:** May be blown in, tipped in or stitched in at an additional cost. Call (202) 651-7210 for details and prices.

**Issue Dates:** The American Nurse is published six times a year, mailed the first week of the second month (the January/February issue is mailed the first week of February), periodicals-class mail.



**Contact our Advertising Coordinator today to reserve your space in THE AMERICAN NURSE**

**Fax: (301) 628-5003**

**Voice: (301) 628-5210**

**Toll Free: (800) 274-4262**

**E-mail: [adsales@ana.org](mailto:adsales@ana.org)**

**Web: [NursingWorld.org](http://NursingWorld.org)**



**AMERICAN NURSES ASSOCIATION**

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## Production Schedule

Issue	Ad Deadline
January/February .....	January 5
March/April .....	March 1
May/June .....	May 3
July/August .....	July 6
September/October .....	August 30
November/December ....	October 25