

2019-2020 School Year



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.

Advertising Rates and Data for 2019-2020 School Year

1. **Issuance:**
 - a. **Frequency:**
Five times each year on an academic schedule:
September/October
November/December
January (Published online only; see page 3.)
February/March
April/May (Published [Tentative] online only; see page 3.)
 - b. **Issue Date:**
15th of beginning issue month
(e.g., September/October issued September 15)
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; 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 2019/2020 school year.
6. **Services to Advertisers:**
Advertising placement interspersed; advertisers' index; and mailing list available for rental (restrictions apply).

September/October "Back to School/MidYear" Issue

Capture the attention of returning students and freshmen. Bonus distribution to nursing students attending the MidYear Career Planning Conference to take place October 31-November 3, 2019 in Chicago, IL.

Closing Date: August 2, 2019

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 4, 2019

January "Career Planning Guide" Issue*

Circulation: Online only, emailed to 60,000 members. This annual reference, a special January edition of *Imprint*, is used year round by nursing students as a career development tool and career source.

Closing Date: November 29, 2019

February/March "Annual Convention" Issue

Bonus distribution to an expected 3,000 nursing students and faculty at the NSNA Annual Convention, April 15-18, 2020 in Orlando, FL. The NSNA Convention 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 3, 2020

April/May "Graduation" Issue*

Circulation to 60,000 members. 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, state board review offerings, RN positions, opportunities for academic advancement, NCLEX Review, summer internships and preceptorships?

Closing Date: March 6, 2020

7. **Guaranteed Circulation:**
Average per issue: 60,000
8. **Circulation Verification:**
Sworn Statement and U.S. Post Office records second class mail
9. **Coverage and Market:**
 - a. Coverage: National
 - b. Market Served: Undergraduate 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.
 East Holly Avenue / Box 56
 Pitman, NJ 08071-0056
 856-256-2300 / FAX 856-589-7463
 Email: imprint_adver@ajj.com
 Website: www.ajj.com/marketing/advopps/nsna.htm
 Rick Gabler, Sales Manager, West Coast and Central
 Tom Greene, Sales Manager, East Coast
 Miriam I. Martin, Marketing Coordinator

Advertise in the Online January Career Planning Guide !

Rates and Dates (Print Editions)

Rates and Dates (Online Edition)

Closing Dates (Print Editions)	
September/October	08/02/2019
November/December	10/04/2019
February/March	01/03/2020
April/May	03/01/2020

Rates (Print Editions)		
Black & white rates per insertion. Rates listed below in light blue bold denote 3% discount rate if paying by check.		
	One Time	Three Times
One (Full) Page	\$ 3,825 (3,710)	\$ 3,430 (3,330)
1/2 Page	\$ 2,670 (2,590)	\$ 2,400 (2,330)
1/4 Page	\$ 1,930 (1,870)	\$ 1,720 (1,670)

Color/Bleed Rates (Print Editions)	
Additional Rate Per Page Insertion Rates listed below in light blue bold denote 3% discount rate if paying by check.	
Four Color	\$ 1,700 (1,650)
Bleed (Full page)	No Charge

Preferred Positions (Print Editions)	
Premium on B&W Rates. Restrictions Apply	
2nd Cover (non-cancelable)	30%
3rd Cover (non-cancelable)	20%
4th Cover (non-cancelable)	50%
Center Spread	20%
Page Facing Table of Contents	20%
Page Facing Editorial	10%
Page Facing First Text	10%
Masthead Page (1/2 page)	10%
Other Guaranteed Positions	10%

Inserts (Print Editions)	
Two-page	3x Earned B&W Rate
Four-page	5x Earned B&W Rate
Business Reply Card (Must be accompanied with full page minimum. Call for specifications.)	1.5x Earned B&W Rate
Insert Quantities	61,000

Closing Date (Online Edition)	
January Career Planning Guide (CPG)	12/03/2019

Single Insertion Rates (Online Edition)	
Same rate for black & white or color (online edition only) Rates listed below in light blue bold denote 3% discount rate if paying by check.	
One Full Page (includes direct link to advertiser's website)	\$ 2,875 (2,790)
Half Page (includes direct link to advertiser's website)	\$ 1,895 (1,840)
Logo link	\$ 975 (945)

Advertising Package Rates (Online Edition)				
Rates listed below in light blue bold denote 3% discount rate if paying by check.				
	Premium \$7000 <i>Total Value (\$18,250)</i>	Gold \$5100 <i>Total Value (\$15,270)</i>	Silver \$4500 <i>Total Value (\$9,770)</i>	Bronze \$3900 <i>Total Value (\$3,920)</i>
Insertions/Benefits	(\$7,232)	(\$5,044)	(\$4,365)	(\$3,783)
You receive Full Page Ad Value (\$2,875)	✓	—	—	—
You receive Half Page Ad Value (\$1,895)	—	✓	✓	✓
Logo Link in CPG Value (\$975)	✓	✓	✓	✓
Banner Ad* Career Center (nsna.org) Value (\$850/mo)	12 months (value \$9,550)	12 months (value \$9,550)	6 months (value \$5,050)	—
Dedicated Broadcast Email 2018 Graduates Value (\$2,000)	1 time (value \$2,000)	—	—	—
Banner at top of weekly broadcast to entire membership Value (\$1,650)	Top of page 2x (value \$2,850)	Top of page 2x (value \$2,850)	1/3 down page 2x (value \$1,850)	1/3 down page 1x (value \$1,050)

* Career Center Hospital banner ads are on top of Hospital listing webpage

Career Center Academic Progression banner ads are on top of the School of Nursing webpage

Note: All online edition insertions (full page, 1/2 page and logo links) will link directly to URL of your choice.

Note: Mechanical requirements (ad sizes) different than print version. See page 4.

Note: Rates are same for black & white or color (online edition only)

Note: Value prices reflect for-profit rates. For non-profit rates, email nsna@nsna.org with subject line: Attn: Advertising.

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 five-times rate is based upon five 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).

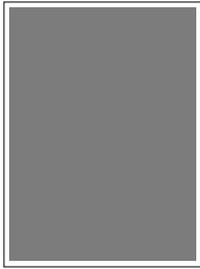
Rate Protection Policy: Rates shown are in effect as of June 1, 2019. Rates are subject to change without notice, however, a protection will be extended on the existing rates for the duration of any written contract for five or more insertions from June 1, 2019 to May 31, 2020.

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. Publisher shall not be liable for any costs or damages for failure to publish an advertisement or for printer's errors. Positioning and acceptance of advertisement is at the discretion of the publisher. The publisher is not responsible for errors in keyed or box number ads, the advertisers' index or other indexed listing, or in pub sets.

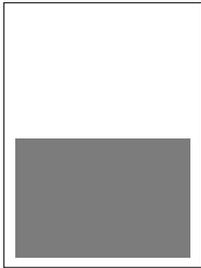
Policies



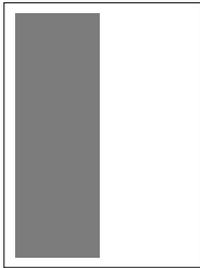
Full page w/bleed
8.125" x 10.7"



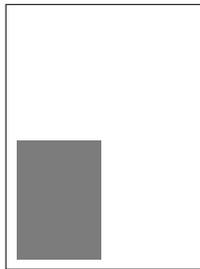
Full page, no bleed
7.375" x 10"



½ page horizontal
6.875" x 4.7"



½ page vertical
3.312" x 9.65"



¼ page
3.312" x 4.7"

Full Page w/bleed
5.5" x 8"

Full Page, no bleed
5" x 7.5"

½ Page horizontal
5" x 3.25"

½ Page vertical
2.4375" x 7.5"

Large Logo Link
5" x 1.5"

Medium Logo Link
3" x 1.5"

Small logo Link
1.5" x 1.5"

Website Banner
Specs may vary. Contact nsna@nsna.org

PDF Ad Submission Checklist:

- Does full page bleed ad have the required 1/8" bleed?
- Is ad the minimum of 300 dpi (resolution)?
- Is ad converted to CMYK? (RGB & Spot NOT accepted)
- 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 at left.)

What is NOT accepted:

- Avoid placing web-based images from the internet into your ad.
- No Photoshop, Illustrator, or InDesign.
- No word processing-based designs such as Microsoft Word®, Microsoft Publisher®, Word Perfect, etc.
- **No use of NSNA logo, name, "NSNA approved" statement, or similar in the advertising.**

Note: *Imprint* reserves the right to alter PDFs to meet industry standards, in the event minor changes are needed. PDFs that are sized incorrectly or that contain major image or font errors, will be sent back to advertisers for revisions. Revisions must be provided within 2 days of being sent back.

Accepted Transfer Media:

PDF files should be sent via email or please contact us to learn how to send us your art online, via Dropbox, FTP, or other options. No email larger than 4MB will be accepted due to the potential for corruption. Include in your email the following: Your contact info, issue of *Imprint* your ad is running in, and file format. For all other media: Please call ahead of time to ensure media is acceptable.

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 NSNA.

Ad Placement:

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

Publisher's Liability:

Publisher shall not be liable for any costs or damages for failure to publish an advertisement or for printer's errors.

Forward all Contracts and Insertion Orders to:

Miriam I. Martin
Email: Miriam.Martin@ajj.com

For Further Information, Contact:

Miriam I. Martin
Anthony J. Jannetti, Inc.
856-256-2374
FAX 856-589-7463
Email: Miriam.Martin@ajj.com

For information about online advertising (with a reach of over 65,000), please contact nsna@nsna.org, attn: **Online Advertising.**