

2020 Advertising Rates

ViewPoint Publication

ViewPoint is a bi-monthly national publication with a circulation of over 4,400+. It is indexed within CINAHL, serving ambulatory care nurses, nurse executives, nurse managers, outpatient clinic nurses, emergency nurses, and nurses working in managed care environments. It is published six times per year (January/February, March/April, May/June, July/August, September/October, and November/December). The closing date for space commitments is the 20th of the month preceding date of issue with ad materials due no later than the 27th of the same month (i.e., January 20th and January 27th for January/February issue). AAACN reserves the right to review all advertising materials submitted. If these materials are not in keeping with the AAACN mission, we reserve the right to reject the submitted material.

Advertising Rates (Gross rates)

Full page (no bleed)	7.5" W x 10" L	\$ 1,250
Full page (bleed)	8.75" W x 11.25" L	\$ 1,250
Half Page (horizontal)	7.5" W x 5" L	\$ 1,000
Half Page (vertical)	3 9/16" W x 10" L	\$ 1,000
1/3 Page	5.25" W x 5.25" L	\$ 900
1/4 Page	3.5" W x 4.75" L	\$ 800
Trim Size	8.5" W x 11" L	

*** COLOR RATES PLEASE ADD \$975 TO ABOVE SIZE ***

Agency Discount - AAACN will extend a commercial advertising agency discount of 15% for accounts paid in 30 days. There are no cash discounts. The publisher reserves the right to hold the advertising agent jointly and severally liable for such monies as are due and payable to AAACN.

AACN Website (www.aacn.org)

- \$1000 for 1 Month! \$1,750 for Two Months!! (Net costs) **Must be Prepaid.**
- Sidebar Banner – 300 px Wide by 300 px Tall in JPEG or GIF (may be animated), but no larger than 24 K with direct link to company, product, or service
- Displayed on every main tab along left side border (excluding Homepage)

AACN Monthly E-News

- \$1,250 an issue – Frequency discounts available! (Net costs)
- Banner Ad – 680 px wide by 92 px tall in JPEG or GIF (may be animated), but no larger than 24 K
- Text advertisement – \$750 for 10 lines (40 char per line). Additional lines at \$50 per line.
- Copy due by first week of each month. Distributed the third week of each month.
- **All enews advertising must be prepaid.**
- Circulation is 4,400+ nurses

Online Library Advertising (library.aacn.org/aacn/)

- Pricing from \$1,000-\$2,500! Limited opportunities so act now! (Net costs)
- Banner Locations Available – Header Banners, Homepage Main Image, Left Bar, and other locations available!
- Put your company's message in front of professionals coming to the Digital Library to obtain their education. This is a great way for added visibility for your company both pre- and post conference.

Forward all contracts, insertions orders, printing materials and correspondence to **Heidi Perret - Marketing Coordinator, or Tom Greene - Marketing Director, AAACN National Office, East Holly Avenue, Box 56, Pitman, NJ, 08071.** If you have any questions, please contact Heidi directly at 856.256.2375 or heidi.perret@ajj.com or Tom at 856.256.2367 or tom.greene@aacn.org