AACN: THE LARGEST AUDIENCE IN CRITICAL CARE

Print    Online    Custom Publishing

The official publications of the AMERICAN ASSOCIATION OF CRITICAL-CARE NURSES
Reach the members of the world’s largest specialty nursing organization.
103,000 high acuity and critical care nurse members

Advertise with the *American Journal of Critical Care, Critical Care Nurse* and *AACN Bold Voices*. Delivered to the members of AACN each month, they are the top publications to reach critical care nurses. AACN journals are carried by more than 800 academic and healthcare institutional libraries in the U.S. and abroad. With multiple publications, websites and an e-newsletter, it’s never been easier to reach critical care nurses and track your success – creating ideal environments for your advertising message.

Nurses rely on AACN for expert knowledge and influence. When you advertise with AACN, your message will be surrounded with high-quality, peer-reviewed content you know will be seen by high-interest readers – both AACN members and non-member subscribers. These influential decision-makers are your best prospects in the field of critical care nursing, and the dynamic power of AACN ensures your message greater reach and continuous sales exposure.

About AACN
The American Association of Critical-Care Nurses (AACN) is the world’s largest specialty nursing organization. AACN represents more than 500,000 critical care and acute care nurses who care for critically ill patients and their families, and serves more than 218,000 members, certificants and nurse constituents. AACN, established in 1969, has grown along with the significance of critical care and acute care nurses.

Mission
Patients and their families rely on nurses at the most vulnerable times of their lives. Acute and critical care nurses turn to AACN for expert knowledge and the influence to fulfill their promise to patients and their families. AACN drives excellence because nothing less is acceptable.

Purpose
The purpose of AACN is to promote the health and welfare of patients experiencing acute and critical illness or injury by advancing the art and science of acute and critical care nursing and promoting environments that facilitate comprehensive professional nursing practice.
About the readers of AACN publications

60% save for future reference

76% find the advertisements to be valuable sources of product information

Value of the AACN Audience

Education + Experience = Influence

Based on 2013 survey respondents and Membership Analysis.

Experience in Critical Care

- 35% 1-5 years
- 25% 21+ years
- 18% 6-10 years
- 22% 11-20 years

Market Information

- 76% Direct patient care
- 19% Unit managers, advanced practice nurses
- 5% Educators

The official evidence-based scientific journal of AACN
where innovation is first communicated

The American Journal of Critical Care (AJCC) is AACN’s preeminent peer-reviewed publication for communicating important advances in clinical science research and evidence-based practices in critical care. With particular emphasis on promoting collaborative practice and research, the American Journal of Critical Care is the most comprehensive scientific publication in the critical care field. Published bimonthly, the American Journal of Critical Care reaches more than 103,000 acute, critical and progressive care nurses — the largest multidisciplinary audience of any critical care science and evidence-based research publication.

Editorial Leadership
Cindy Munro, RN, PhD, ANP, FAAN, Coeditor in Chief
Richard H. Savel, MD, FCCM, Coeditor in Chief

Features and Advantages
• Official evidence-based science and research journal of the American Association of Critical-Care Nurses
• Peer-reviewed, high-quality editorial environment
• More than 103,000 readers: the largest circulation of critical care professionals of any clinical science and research journal
• Editorial direction from a multidisciplinary board of leaders in critical care
• Interspersed advertising
• Indexed in Index Medicus, MEDLINE+/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, and PsycInfo
• Included in ISI Web of Knowledge database

The official evidence-based clinical journal of AACN
where practical application at the point-of-care is the focus

Critical Care Nurse is a peer-reviewed clinical journal for nurses involved in the direct care of acute and critically ill patients. Published six times a year, it is an official publication of the American Association of Critical-Care Nurses. Because of its editorial excellence, Critical Care Nurse is the evidence-based clinical journal trusted by staff nurses, nurse educators and nurse managers. The circulation of Critical Care Nurse is more than 103,000 readers, offering the greatest reach of any critical care nursing publication on the market.

Editorial Leadership
JoAnn Grif Alspach, RN, MSN, EdD

Features and Advantages
• Official evidence-based clinical journal of the American Association of Critical-Care Nurses
• Largest paid circulation of critical care nurses available
• The highest readership among all critical care publications
• Interspersed advertising
• Practical, clinically relevant peer-reviewed articles
• Indexed in Index Medicus, MEDLINE+/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, and PsycInfo
• Included in ISI Web of Knowledge database
### Product 2015 Advertising Rates and Dates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>2/3 Page*</th>
<th>1/3 Page*</th>
<th>Color Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$7,170</td>
<td>$4,350</td>
<td>$3,465</td>
<td>$5,945</td>
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<td>7,050</td>
<td>4,275</td>
<td>3,405</td>
<td>5,830</td>
<td>3,705</td>
<td>Matched Color 1,155</td>
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<tr>
<td>6x</td>
<td>7,010</td>
<td>4,215</td>
<td>3,375</td>
<td>5,765</td>
<td>3,655</td>
<td>Metallic Color 1,230</td>
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<tr>
<td>12x</td>
<td>6,895</td>
<td>4,165</td>
<td>3,320</td>
<td>5,705</td>
<td>3,610</td>
<td>Four Color 1,840</td>
</tr>
<tr>
<td>18x</td>
<td>6,850</td>
<td>4,115</td>
<td>3,275</td>
<td>5,605</td>
<td>3,570</td>
<td>Four Color + PMS 2,995</td>
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<tr>
<td>24x</td>
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<td>4,050</td>
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<td>5,520</td>
<td>3,535</td>
<td>Four Color + Metallic 3,065</td>
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<tr>
<td>36x</td>
<td>6,705</td>
<td>3,995</td>
<td>3,190</td>
<td>5,460</td>
<td>3,525</td>
<td><em>(These sizes are available for CCN only.)</em></td>
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<tr>
<td>48x</td>
<td>6,630</td>
<td>3,960</td>
<td>3,150</td>
<td>5,415</td>
<td>3,475</td>
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</tr>
</tbody>
</table>

**Color Rates**
- Standard Color: $925
- Matched Color: 1,155
- Metallic Color: 1,230
- Four Color: 1,840
- Four Color + PMS: 2,995
- Four Color + Metallic: 3,065

### Efficiency Discount
- **Buy 4 ad units, receive 10% discount**
- **Buy 6 ad units, receive 13% discount**
- **Buy 10 ad units, receive 16% discount**
- **Buy 12 ad units, receive 20% discount**

**Combined Frequency Discount Program:**
Insertions in the *American Journal of Critical Care* or *Critical Care Nurse* can be combined with each other or with insertions in *AACN Bold Voices* to help you reach the highest possible frequency rate. The result is a direct savings in your advertising expenditures.

### Premium Positions
**(Color Additional)**
- **Cover 2:** earned b/w rate plus 25%
- **Cover 3:** earned b/w rate plus 15%
- **Cover 4:** earned b/w rate plus 50%
- **Opposite Table of Contents:** b/w rate plus 15%
- **Opposite Masthead:** b/w rate plus 15%

### Contact
**Product/Device/Pharmaceutical**
Kathy Huntley
khuntley@slackinc.com
800-257-8290 ext. 249

**Administrator**
Ashley Seigfried
aseigfried@slackinc.com
800-257-8290 ext. 585
Reach more than 128,000 critical care, acute care and progressive care nurses with the only monthly source of news and current events about critical care, progressive care and high acuity nursing. "AACN Bold Voices" is the only monthly source of news and current events about critical care, progressive care and high acuity nursing. Concise and easy-to-read articles present the information readers need at their fingertips. Timely articles ensure high readership and visibility for your recruitment ads. More than 128,000 critical care nurses receive "AACN Bold Voices," including members of AACN and nonmembers with CCRN, PCCN, ACNPC, ACNPC-AG, CCNS, ACCNS-AG and ACCNS-P specialty certification and CMC and CSC subspecialty certification.

**Product Advertising**

"AACN Bold Voices" accepts product advertising. Device and pharmaceutical advertisers can gain a unique market presence and increase ad exposure when they purchase an ad in the official monthly member magazine of AACN. Be seen by a target audience of more than 128,000 critical, acute and progressive nurses. For more information on how to maximize your visibility by advertising in "AACN Bold Voices," please contact Kathy Huntley by phone 800-257-8290 ext. 249 or email khuntley@slackinc.com.
## Product 2015 Advertising Rates and Dates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
<th>Color Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,295</td>
<td>$5,550</td>
<td>$4,745</td>
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<td>$3,555</td>
<td>$1,935</td>
<td>$700</td>
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<td>3x</td>
<td>6,160</td>
<td>5,410</td>
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<td>4,010</td>
<td>3,415</td>
<td>1,805</td>
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<tr>
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<td>3,575</td>
<td>2,990</td>
<td>1,445</td>
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<tr>
<td>24x</td>
<td>5,580</td>
<td>4,850</td>
<td>4,030</td>
<td>3,435</td>
<td>2,840</td>
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<td>5,445</td>
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<td>3,890</td>
<td>3,295</td>
<td>2,690</td>
<td>1,200</td>
<td></td>
</tr>
</tbody>
</table>

**ADDED VALUE**

**Efficiency Discount**
- Buy 4 ad units, receive 10% discount
- Buy 6 ad units, receive 13% discount
- Buy 10 ad units, receive 16% discount
- Buy 12 ad units, receive 20% discount

**Combined Frequency Discount Program:**
Insertions in *AACN Bold Voices* can be combined with insertions in the *American Journal of Critical Care* or *Critical Care Nurse* to help you reach the highest possible frequency rate. The result is a direct savings in your advertising expenditures.

**Premium Positions**
- **Cover 2:** earned b/w rate plus 25%
- **Cover 3:** earned b/w rate plus 15%
- **Cover 4:** earned b/w rate plus 50%
- **Opposite Table of Contents:** b/w rate plus 15%
- **Opposite Masthead:** b/w rate plus 15%

**Contact**
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<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
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<td>1/05/2015</td>
<td>1/09/2015</td>
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<tr>
<td>March</td>
<td>2/02/2015</td>
<td>2/06/2015</td>
<td></td>
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<tr>
<td>April</td>
<td>3/09/2015</td>
<td>3/13/2015</td>
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</tr>
<tr>
<td>May</td>
<td>4/06/2015</td>
<td>4/10/2015</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 17-21, San Diego, CA</td>
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<tr>
<td>June</td>
<td>4/30/2015</td>
<td>5/06/2015</td>
<td></td>
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<tr>
<td>July</td>
<td>6/08/2015</td>
<td>6/12/2015</td>
<td></td>
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<tr>
<td>August</td>
<td>7/06/2015</td>
<td>7/10/2015</td>
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<tr>
<td>September</td>
<td>8/03/2015</td>
<td>8/07/2015</td>
<td>Emergency Nurses Association (ENA) September 28-October 3, Orlando, FL</td>
</tr>
<tr>
<td>October</td>
<td>9/04/2015</td>
<td>9/11/2015</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>10/05/2015</td>
<td>10/09/2015</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>11/02/2015</td>
<td>11/06/2015</td>
<td></td>
</tr>
</tbody>
</table>
Mechanical Requirements

Ad Requirements

Electronic submissions only.

Electronic ads must be submitted as high-resolution PDF, EPS or TIFF. Minimum 300 dpi. Quark XPress EPS files are not acceptable.

All fonts (both screen and printer versions) and graphics must be included on the disk or embedded in PDFs.

Ads must be submitted in the correct size (full page, half page, etc., allowing for bleed if ad is to bleed; see “Ad sizes”) and orientation (vertical or horizontal per insertion order). All ad files must be constructed properly. For example: 4-color ads must be constructed in CMYK with no use of spot colors. (If any PMS colors are in the ad the creator of the ad must convert those colors to CMYK.) Any ads intentionally printing with spot colors must be constructed with the proper PMS colors; PMS colors must be indicated and called out on the color proof. Ads to print in black and white must be constructed using grayscale, bitmap, or line art accordingly, rather than CMYK or spot colors, or “rich black” or “Registration” in place of black. Any ads not following these guidelines will be returned to the advertiser for correction if time permits; otherwise, they will be corrected at the printer and printer charges will be billed to the advertiser accordingly. AACN, the printer, and SLACK Incorporated take no responsibility for color shifts or other quality problems that occur when ad files must be corrected at the printer because of poor construction or improper submissions from advertisers or their agencies. Late ads are subject to additional fees.

All ads must include a proof. Color ads must include color copy that can be matched from advertisers or their agencies. Late ads are subject to additional fees.

Insert Requirements

Insert requirements for the American Journal of Critical Care and Critical Care Nurse:

Two- to 8-page inserts; gatefolds are acceptable.

Paper and copy sample must be submitted for approval before running.

a) Size: 8 ⅛" x 11 ⅛" to trim to 8 ⅛" x 10 ⅝"; supplied folded.

b) Paper Stock: 2-page (one leaf), minimum 70# coated, maximum 80# coated. 4–8 page, minimum 60# coated, maximum 70# coated.

c) Trimming: Supply folded. Bleed: outside and foot trim bleed ⅛". Binding edge bleed ¼". Head bleed ⅛". BRGs need ½" margin from edge of grind to vertical perf. Journals jog to the head.

d) Rates:

Two-page inserts: 3x earned black-and-white rate.

Four-page inserts: 5x earned black-and-white rate, by special request only. Consult advertising office. Perforations are subject to approval and/or additional cost.

Contact advertising department for insert tip-in charge.

e) Ship: printed, folded, untrimmed. Label with publication name, date of issue, and insert quantity. American Journal of Critical Care and Critical Care Nurse: Call for quantities as insert quantities vary by issue.

Ship to:

Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755
Attn: Tim Gates (issue and month)

Ad sizes available for AACN Bold Voices only (non-bleed)

One-Eighth Page: 3¾” x 2¼”

Insert Requirements

Insert requirements for the American Journal of Critical Care (AJCC), Critical Care Nurse (CCN) and AACN Bold Voices (non-bleed)

Quarter Page: 3¾” x 4¾”

Spread: 14” x 10” (15¼” x 10" includes gutter spread)

Full Page: 7” x 10”

Half Page (Horizontal): 7” x 4¾”

Half Page (Vertical): 3¾” x 10”

Ad sizes available for Critical Care Nurse and AACN Bold Voices only (non-bleed)

One-Third Page (Vertical): 2⅛” x 10”

Two-Third Page (Vertical): 4⅛” x 10”

Ad sizes available for AACN Bold Voices only (non-bleed)

One-Eighth Page: 3¾” x 2¼”

Bleed sizes

(available in AJCC and CCN only)

Spread: 16½” x 11½”

Full Page: 8¾” x 11½”

Two-thirds: 5¼” x 11¼”

Half Vertical: 4¼” x 11¼”

Half Horizontal: 8¾” x 5¼”

Third Vertical: 2½” x 11¼”

Hold live matter ½” from all sides.

Trim size of journals is 8½” x 10¾”
Insertion Information

1. Commission and Cash Discount
   a) **Agency commission**: 15% gross billings on space, color, cover and preferred position charges.
   b) **Cash discounts**: 2%, within 10 days of invoice date. No discount allowed after this period.

2. General Rate Policy
   a) **Effective Rates and Discounts**: Beginning January 2015 for all advertisers.
   b) **Earned Rates**: Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full-page and fractional pages count as single insertions. Each page of an insert counts as one insertion.
   c) **Combination Rates**: Advertisers may combine advertising space units run in *Critical Care Nurse*, the *American Journal of Critical Care* and *AACN Bold Voices* to achieve maximum rate frequency.

3. Insert Requirements
   a) **Size**:
      - Two- to eight-page inserts: 8\(\frac{7}{16}\)” x 11\(\frac{1}{8}\)” to trim to 8\(\frac{3}{8}\)” x 10\(\frac{3}{8}\)”; supplied folded.
      - Two-page inserts: minimum paper weight, 70 lbs.
      - Four-page (and greater): minimum paper weight, 60 lbs.
   b) **Inserts**:
      - Two-page inserts: 3x earned black-and-white rate.
      - Four-page inserts: 5x earned black-and-white rate, by special request only. Consult advertising office. Perforations are subject to approval and/or additional cost. Contact advertising department for insert tip-in charge.

4. Extensions
   If an extension date for material is agreed upon and ad material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.

5. Cancellations
   If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

6. Advertising Acceptance Policy
   All advertising is subject to approval by AACN. Publisher reserves the right to refuse any advertising at any time.

7. Disposition of Material
   Ad material will be held one year from the date of last insertion and then destroyed.

8. Publisher’s and Representative’s Liability
   The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accident or any circumstances beyond the Publisher’s control.

9. Indemnification of Publisher
   In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

10. Billing Policy
    Billing to the advertising agency is based on acceptance by the advertiser and the agency, jointly and separately, of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

11. Contracts and Insertion Orders:
    SLACK Incorporated
    6900 Grove Road
    Thorofare, NJ 08086-9447
    800-257-8290 or 856-848-1000 (in New Jersey or outside the U.S.)
    Fax: (856) 848-6091
    Kathy Huntley, x249
    National Account Manager
    khuntley@slackinc.com
Whether you’re looking to brand or promote your product, banner advertising on the websites of the official evidence-based scientific and clinical journals of AACN will increase your exposure to the largest audience in critical care.

**2015 Rates:**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Location</th>
<th>Size</th>
<th>3-Month Rate</th>
<th>6-Month Rate</th>
<th>12-Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Top of home page &amp; interior pages</td>
<td>728 x 90</td>
<td>$3,835</td>
<td>$5,610</td>
<td>$8,145</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>Side of home page &amp; interior pages</td>
<td>160 x 600</td>
<td>$3,595</td>
<td>$5,255</td>
<td>$7,645</td>
</tr>
<tr>
<td><strong>Vertical Banner</strong></td>
<td>Side of home page &amp; interior pages</td>
<td>160 x 400</td>
<td>$3,085</td>
<td>$4,505</td>
<td>$6,550</td>
</tr>
</tbody>
</table>

Net rates, non-commissionable.

Banner Ad Specifications:
- Acceptable file formats: GIF, JPG (no third-party tracking tags)
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted
- No third-party served ads will be accepted

*All positions will rotate with up to 3 other paid advertisers and share equal percentages of up to 100% of traffic.*
EMAIL OPPORTUNITIES

AACN CriticalCare eNewsline weekly email

Reach more than 239,000 critical care nurses every week — in an effective and cost efficient way. Advertise in the official weekly newsletter of AACN. AACN CriticalCare eNewsline provides AACN members and nurse constituents with a weekly source of news and current events about critical, progressive and high acuity care. Articles include latest news, calls to action, CNE articles, studies, AACN member resources and career opportunities.

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size</th>
<th>Monthly Rate</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$8,975</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>$6,835</td>
</tr>
<tr>
<td>Vertical Banner</td>
<td>120 x 240</td>
<td>$4,590</td>
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</tbody>
</table>

2015 Rates: Net rates, non-commissionable.

AACN journal emails monthly

Expand your reach beyond the printed page. Two journal emails go out each month, delivering notice to members about the current issue of AACN Bold Voices and either the American Journal of Critical Care or Critical Care Nurse (AJCC and CCN are bi-monthly).

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Rate</th>
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<td>1 email</td>
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<td>2 emails</td>
<td>$4,990</td>
</tr>
<tr>
<td>6 emails</td>
<td>$13,230</td>
</tr>
</tbody>
</table>

2015 Rates: Net rates, non-commissionable.

**Banner Ad Specifications:**
- Acceptable file formats: GIF, JPG (no third-party tracking tags)
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted
- All ads should be static (non-animated); no Flash (SWF), rich media, or third-party served ads will be accepted
CUSTOM OPPORTUNITIES
Reach 218,000 members, certificant and nurse constituents

When you partner with AACN, you reach our specialized audience of high acuity and critical care nurses while you help educate and advance patient care. Custom opportunities offer you direct access, visibility and the trust that comes with the AACN name. Ask us about the possibilities with or without CNE.

Single-supported activity format ideas:
• Enduring materials/monographs/supplements (print, digital, or both)
• Expert panels/roundtables
• Satellite sessions at NTI
• Cover tips
• Bellybands
• Custom marketing surveys

Consider the many benefits of a custom editorial supplement bearing the AACN name

Value to nurses
• CNE credits
• Concise, in-depth, focused information
• Education
• Confidence in patient care
• Improved outcome for patients
• Resource for personal and patient education
• Relationship with Industry

More value to advertisers
• Image building
• Brand recognition
• Optimal product utilization
• Recognition as a key provider of valuable education and quality products
• Relationship building with nurses, educators and patients
• Market saturation
• Competitive edge
• Product success
• Measurable reader impact from CNE returns, web exposure

Your influence
• More than 218,000 AACN members and subscribers
• Health educators, impressionable students
• Patients and families

AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

SLACK INCORPORATED
6900 Grove Road • Thorofare, NJ 08086-9447
800-257-8290 • 856-848-1000 (in New Jersey or outside the U.S.)
Fax: (856) 848-6091

National Account Manager
Kathy Huntley, x249
khuntley@slackinc.com

Sales Administrator
Ashley Seigfried, x585
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