AACN: REACH AND RECRUIT
THE LARGEST CRITICAL CARE NURSING AUDIENCE

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.

**THE POWER OF 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.
- AACN serves more than 218,000 members, certificants and nurse constituents.

**About the readers of AACN publications**

- 76% find the advertisements to be valuable sources of product information
- 60% save for future reference

**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.
Value of the AACN Audience
Education + Experience = Influence

EXPERIENCE IN CRITICAL CARE

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

MARKET INFORMATION

- 76% Direct patient care
- 19% Unit managers, advanced practice nurses
- 5% Educators
- 19% Bachelor's degree
- 20% Associate's degree
- 19% Master's degree
- 3% Diploma
- 1% Doctorate

EDUCATION

*Based on 2013 survey respondents and Membership Analysis.
*SLACK Incorporated, American Association of Critical-Care Nurses Readership Surveys, 2013.

Advertise on AACN’s Official Career Center
Reach the largest audience in critical care

Post your jobs on AACN’s Career Center, located on nursepath.com, for a vital connection to high acuity and critical care nurses. Designed as a comprehensive career resource for nurses of all levels, the AACN Career Center enables you to immediately post a position and find the most qualified candidates.

Nurses use the Website to:
- Search daily job postings
- Choose from the best career opportunities in critical care
- Get expert career advice

Job posting options
Whether you’re purchasing a posting in conjunction with a print advertisement, an online-only posting or a posting package, AACN’s Career Center serves critical care and high acuity RNs.

- 30-day single posting: $495
- 60-day single posting: $695

Multiple job posting package options are available.

Free 30-day job posting
Take advantage of immediate online exposure with your print ad purchase in any of the three AACN print publications.

Banner advertising options
Whether you’re looking to brand your facility or promote specific job opportunities, banner advertising can increase your exposure to the AACN Career Center visitors.

- 3-month: $3,325
- 6-month: $4,860
- 12-month: $7,065

Upgrade to an email
Showcase your job in the weekly AACN CriticalCare eNewsline. Reach more than 239,000 critical care nurses with a Featured Career Opportunity listing in AACN’s weekly e-newsletter. See page 11 for details.

For more information, contact Bernadette Hamilton at (800) 257-8290, x494, or e-mail bhamilton@slackinc.com
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
## Recruitment 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>
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<td>5,430</td>
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*These sizes are available for CCN only.

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### Publication Issue Ad Closing Material Due Bonus Distribution

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<th>Ad Closing</th>
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<td>AJCC</td>
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<td>2/04/2015</td>
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<td>CCN</td>
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<td>2/25/2015</td>
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<td>CCN</td>
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<td>6/25/2015</td>
<td>7/01/2015</td>
<td>Emergency Nurses Association (ENA) September 28-October 3, Orlando, FL</td>
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<td>CCN</td>
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<td>8/27/2015</td>
<td>9/02/2015</td>
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<tr>
<td>AJCC</td>
<td>November</td>
<td>9/24/2015</td>
<td>9/30/2015</td>
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</table>
The official monthly member magazine of AACN
where clinical information and association news are delivered

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.

Features and Advantages

- The official, exclusive monthly member magazine of the American Association of Critical-Care Nurses
- Publishes association news and current events in critical care

Readership

More than 128,000 informed acute, critical and progressive care nursing professionals

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.
## Recruitment 2015 Advertising Rates and Dates

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<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>2/3 Page</th>
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<th>1/4 Page</th>
<th>1/8 Page</th>
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<td>July</td>
<td>6/08/2015</td>
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<tr>
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<td>7/06/2015</td>
<td>7/10/2015</td>
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<td>December</td>
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<td>11/06/2015</td>
<td></td>
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### 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.

### FREE 30-DAY Job Posting on the AACN Career Center
Receive immediate online exposure with your print ad purchase in any of the three AACN print publications.

### 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
- **Sales Manager, Recruitment Advertising**
  Monique McLaughlin
  mmclaughlin@slackinc.com
  (800) 257-8290 ext. 200

- **Sales Representative, Recruitment**
  Bernadette Hamilton
  bhamilton@slackinc.com
  (800) 257-8290 ext. 494

- **Sales Administrator, Recruitment**
  Joyce Seville
  jseville@slackinc.com
  (800) 257-8290 ext. 323
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 (available in AJCC with no use of spot colors only). Any ads intentionally 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.

Color photocopies or color laser printouts are not acceptable.

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.

- **Size**: 8 7/8” x 11 3/16” to trim to 8 7/16” x 10 7/16”; supplied folded.
- **Paper Stock**: 2-page (one leaf), minimum 70# coated, maximum 80# coated. 4–8 page, minimum 60# coated, maximum 70# coated.
- **Trimming**: Supply folded. Bleed: outside and foot trim bleed 1/8”. Binding edge bleed 1/4”. Head bleed 1/8”. BRCs need 1/2” margin from edge of grind to vertical perf. Journals jog to the head.
- **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**.
- **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 the **American Journal of Critical Care (AJCC)**, **Critical Care Nurse (CCN)** and **AACN Bold Voices** (non-bleed)

- **Quarter Page**: 3 7/8” x 4 7/8”
- **Spread**: 14” x 10” (15 7/8” x 10” includes gutter spread)
- **Full Page**: 7” x 10”
- **Half Page (Horizontal)**: 7” x 4 7/8”
- **Half Page (Vertical)**: 3 3/4” x 10”

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

- **One-Third Page (Vertical)**: 2 3/4” x 10”
- **Two-Third Page (Vertical)**: 4 3/4” x 10”

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

- **One-Eighth Page**: 3 7/8” x 2 3/4”

**Bleed sizes** *(available in AJCC and CCN only)*

- **Spread**: 16 1/2” x 11 1/2”
- **Full Page**: 8 3/8” x 11 1/8”
- **Two-thirds**: 5 3/4” x 11 1/8”
- **Half Vertical**: 4 3/4” x 11 1/8”
- **Half Horizontal**: 8 3/8” x 5 1/2”
- **Third Vertical**: 2 1/8” x 11 1/16”

Hold live matter 1/2” from all sides. Trim size of journals is 8 1/2” x 10 7/8”
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 7/16” x 11 1/8” to trim to 8 1/8” x 10 5/8”; 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. Classified
   Cost per word, 21 word minimum, net rate, non-commissionable:
   - 21-40: $13.75
   - 41-60: $12.50
   - 61-80: $10.00
   - 81-100: $8.40
   - 101-plus: $7.00
   There is no earned frequency for the year.

5. 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.

6. 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.

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

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

9. 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.

10. 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.

11. Billing Policy
    Billing to the advertising agency is based on acceptance by the advertiser 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.

12. 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

    **Sales Representative, Recruitment**
    Bernadette Hamilton
    bhamilton@slackinc.com
    (800) 257-8290 ext. 494
**Extend your exposure online**

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>
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<td>$3,835</td>
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</tr>
<tr>
<td>Skyscraper</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>Vertical Banner</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

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

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**ajcconline.org**

Average monthly impressions: **183,200**

Average monthly unique visitors: **47,500**

*AACN Web Site Traffic Report, monthly average, January – August 2014.*

**ccnonline.org**

Average monthly impressions: **192,100**

Average monthly unique visitors: **57,300**

*AACN Web Site Traffic Report, monthly average, January – August 2014.*
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.

**Average delivered:** 239,000  
**Average open rate:** 12.96%  
- 4 emails sent out each month  
- Buy one banner ad and appear in all issues for that month

**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

**2015 Rates:**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$8,800</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>$6,700</td>
</tr>
<tr>
<td>Vertical Banner</td>
<td>120 x 240</td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>Featured Career Opportunities:</strong> Includes a 30-day job posting on the AACN Career Center (nursepath.com)</td>
<td></td>
<td>$765</td>
</tr>
</tbody>
</table>

**Note:** 400 with Print Ad

Net rates, non-commissionable.

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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).

**Exclusive Single Sponsorship!**

**Average delivered:** 90,600 (opt-in membership only)  
**Average open rate:** 21.5%

**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

**2015 Rates:**

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 email</td>
<td>$3,310</td>
</tr>
<tr>
<td>2 emails</td>
<td>$4,990</td>
</tr>
<tr>
<td>6 emails</td>
<td>$13,230</td>
</tr>
</tbody>
</table>

Net rates, non-commissionable.
RECRUIT CRITICAL CARE NURSES AT EVERY TURN

Print Opportunities

The bi-monthly evidence based practice journal

The *American Journal of Critical Care* reaches the largest multi-disciplinary audience of any critical care science and evidence-based research publication.

The clinical practice journal of AACN

*Critical Care Nurse* is the evidence-based clinical journal trusted by staff nurses, nurse educators, and nurse managers.

AACN’s monthly member news magazine

*AACN Bold Voices* updates members with late-breaking clinical information and association news.

Digital Opportunities

AACN Career Center

(Located on Nursepath.com)

Immediately reach higher quality candidates with your job postings and banner advertising.

AACN journal websites

Expand your reach online by advertising on the official journal websites of AACN: ajcconline.org and ccnonline.org.

AACN CriticalCare eNewsline

Reach more than 200,000 critical care nurses with this weekly email offering banner advertising and Featured Career Opportunities.

AACN journal emails

Two emails go out each month, delivering notice to members about the current issues of the *American Journal of Critical Care*, *AACN Bold Voices* and *Critical Care Nurse*. Single sponsor leaderboard advertising is available.