Turn to AACN for a vital connection to high acuity and critical care nurses

The top publications to reach critical care nurses are delivered to more than 101,000 members each month, in the formats they prefer. AACN journals are carried by more than 800 academic and healthcare institutional libraries in the U.S. and abroad.

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.

AACN connects more advertisers and nurses than anyone else
The American Journal of Critical Care, Critical Care Nurse and AACN Bold Voices provide an extensive approach to content and audience delivery that can’t be found anywhere else in the market. With three publications, digital editions that include mobile-friendly access, Web sites and e-newsletters, it’s never been easier to reach critical care nurses and track your success – creating the ideal environment 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.

Expand beyond the printed page
Members of AACN receive all three print publications – the American Journal of Critical Care, Critical Care Nurse and AACN Bold Voices – as well as access to their environmentally friendly digital editions. Digital editions allow for engaging animation, audio and video that go beyond print, reaching even more of your target audience – influential critical care nurses.

NOW THERE’S MORE NEW WAYS TO ENGAGE YOUR AUDIENCE ONLINE

Pg. 12 Journal Websites
ajconline.org
ccnonline.org

Pg. 13 Weekly AACN CriticalCare eNewsline email

Pg. 13 Monthly journal emails
About AACN readers*

92% rate topics and features in Critical Care Nurse and the American Journal of Critical Care of relevance and applicable to their specialty.

*SLACK Incorporated, American Association of Critical-Care Nurses Readership Surveys, 2013.

Education + Experience = Influence

EDUCATION*

- Bachelor's degree: 57%
- Associate's degree: 20%
- Master's degree: 19%
- Diploma: 3%
- Doctorate: 1%

EXPERIENCE IN CRITICAL CARE*

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

MARKET INFORMATION*

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

*Based on 2013 survey respondents and Membership Analysis.

U.S. Regional Circulation

- Pacific: 18%
- Mountain: 6%
- West North Central: 5%
- West South Central: 11%
- East North Central: 15%
- East South Central: 4%
- Mid Atlantic: 16%
- New England: 5%
- South Atlantic: 21%

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 online-only posting: $495
- 60-day single online-only posting: $695

NEW 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 Career Center visitors.

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

AACN CriticalCare eNewsline

Reach more than 200,000 critical care nurses with the Featured Career Opportunity listing in AACN’s weekly e-newsletter. See page 13 for details.

For additional information, please contact Monique McLaughlin at (800) 257-8290, x200, or e-mail, mmclaughlin@slackinc.com.
Reach more than 101,000 critical care and acute care nurses — the largest circulation of critical care professionals of any evidence-based clinical science journal.

Purpose and Overview
The American Journal of Critical Care (AJCC) is AACN’s preeminent 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 101,000 acute, critical and progressive care nurses — the largest multidisciplinary audience of any critical care science and evidence-based research publication.

Editorial Environment
The prestige, circulation and multidisciplinary focus of AJCC attract authors of national prominence from all areas of critical care nursing and medicine. A rigorous peer-review process ensures that only the highest quality articles are accepted for publication.

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

Editorial board members represent renowned interdisciplinary experts in critical care nursing and medicine from across the United States and around the world.

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 101,000 readers: the largest circulation of critical care professionals of any clinical science and research journal
- Editorial direction from a multidisciplinary panel 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

Readership
More than 101,000 informed acute, critical and progressive care nursing professionals
Recruitment 2014 Advertising Rates and Dates

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<th>Frequency</th>
<th>Video/Audio</th>
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<th>Tabs</th>
<th>Bellyband</th>
<th>AdJolt</th>
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20% off rates shown - Introductory offer. Limited Time Only. Net rates, non-commissionable.

Digital Editions

Benefit from bonus exposure through Digital Editions:
Your ad benefits from online exposure and delivers to the inboxes of AACCN recipients – with trackable results. To really stand out, take advantage of accessories that make your ad even more engaging, interactive and informative.

- **Audio:** Have more to say? Let readers hear it. Add a narrative script or music to supplement your promotional message.
- **Video:** Show the benefits of your product or facility through techniques, instruction or demonstrations.
- **Flash:** Put your message in motion using Flash technology. These animated ads help engage customers and highlight top features.
- **Page Sponsorship:** Get front-page exposure. Your ad will be prominently positioned to the right of the cover of the digital edition.
- **Tabs:** Bookmark your advertisement for all to see. Tabs extend from the standard digital edition page size, making your ad stand out and easier to find.
- **Bellybands:** We’ll take your ad and place it on top of the digital edition cover.
- **AdJolt:** Give your ad a boost. Our creative team will transform your static ad into a Flash animated version.
- **AdGen:** Make your ad work for you. AdGen technology allows readers to click on an icon sending an e-mail directly to you requesting more information about your product or facility.

NEW FREE 30-DAY Job Posting on nursepath.com

Receive immediate online exposure with your print ad purchase in any of the three AACCN print publications.

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20% off rates shown - Introductory offer. Limited Time Only. Net rates, non-commissionable.

ADDED VALUE

**Efficiency Discount**

- Buy 4 ad units, receive 10% discount.
- Buy 6 ad units, receive 13% discount plus one free digital edition accessory (excluding sponsorships).
- Buy 10 ad units, receive 16% discount plus one free digital edition accessory (excluding sponsorships).
- Buy 12 ad units, receive 20% discount plus two free digital edition accessories (excluding sponsorships).

**Combined Frequency Discount Program:**

Insertions in the *American Journal of Critical Care* can be combined with insertions in *Critical Care Nurse* and *AACN Bold Voices* 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 nursepath.com**

Receive immediate online exposure with your print ad purchase in any of the three AACCN 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 Administrator, Recruitment
Merrell Zirbser
mzirbser@slackinc.com
(800) 257-8290 ext. 323
The official evidence-based clinical journal of AACN

Purpose and Overview

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 101,000 readers, offering the greatest reach of any critical care nursing publication on the market.

Editorial Environment

Clinical relevance is the guiding focus of Critical Care Nurse. Clinical features and departments cover the full range of critical and acute care specialties, from newborns to adults. Articles are directly applicable to patient care. Key professional roles, including staff nurse, nurse manager, nurse educator, nurse practitioner and clinical specialist, plus key topics such as ethics, technology, education and pharmaceuticals are addressed. In addition to peer-reviewed clinical articles, Critical Care Nurse also contains editorials, letters to the editor, new products, book reviews, legal issues and two new departments: Cochrane Review Summaries and Certification Test Prep.

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
- Included in ISI Web of Knowledge database
- Indexed in Index Medicus, Medline/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, and PsycINFO
- Included in ISI Web of Knowledge database

Readership

More than 101,000 informed acute, critical and progressive care nursing professionals

Editor and Editorial Board

JoAnn Grif Alspach, RN, MSN, EdD

Editorial board includes expert critical care nurse clinicians from a variety of specialty areas and roles.

Reach more than 101,000 critical care and acute care nurses — the largest circulation of any evidence-based critical care nursing journal on the market.
ADDED VALUE

**Efficiency Discount:**
- **Buy 4 ad units**, receive **10% discount**.
- **Buy 6 ad units**, receive **13% discount** plus one free digital edition accessory (excluding sponsorships).
- **Buy 10 ad units**, receive **16% discount** plus one free digital edition accessory (excluding sponsorships).
- **Buy 12 ad units**, receive **20% discount** plus two free digital edition accessories (excluding sponsorships).

**Combined Frequency Discount Program:**
Insertions in *Critical Care Nurse* can be combined with insertions in the *American Journal of Critical Care* and *AACN Bold Voices* 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 nursepath.com**
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 Administrator, Recruitment
Merrell Zirbser
mzirbser@slackinc.com
(800) 257-8290 ext. 323

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**Recruitment 2014 Advertising Rates and Dates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>2/3 Page</th>
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**Digital Editions**

**Benefit from bonus exposure through the Digital Editions:** Your ad benefits from online exposure and delivery to the inboxes of AACN recipients – with trackable results. To really stand out, take advantage of accessories that make your ad even more engaging, interactive and informative.

- **a)** Audio: Have more to say? Let readers hear it. Add a narrative script or music to supplement your promotional message.
- **b)** Video: Show the benefits of your product or facility through techniques, instruction or demonstrations.
- **c)** Flash: Put your message in motion using Flash technology. These animated ads help engage customers and highlight top features.
- **d)** Page Sponsorship: Get front-page exposure. Your ad will be prominently positioned to the right of the cover of the digital edition.
- **e)** Tabs: Bookmark your advertisement for all to see. Tabs extend from the standard digital edition page size, making your ad stand out and easier to find.
- **f)** Bellybands: We’ll take your ad and place it on top of the digital edition cover.
- **g)** AdJolt: Give your ad a boost. Our creative team will transform your static ad into a Flash animated version.
- **h)** AdGen: Make your ad work for you. AdGen technology allows readers to click on an icon sending an e-mail directly to you requesting more information about your product or facility.

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**20% off rates shown - Introductory offer. Limited Time Only. Net rates, non-commissionable.**
The official monthly member magazine of AACN

Reach more than 126,000 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.

Purpose and Overview
AACN Bold Voices updates members about late-breaking clinical information and association news. The magazine:

- Promotes AACN’s mission, vision and values.
- Informs about how AACN advocates nationally to improve patient care.
- Strengthens members’ sense of community.
- Updates current clinical information with quick-read articles.
- Helps members understand important issues and trends in the profession.
- Guides members to become valuable contributors to the advancement of high acuity and critical care nursing.
- Provides a platform for member dialogue about controversial issues.
- Advertises employment opportunities and professional products and services.
- Recognizes and celebrates members and their achievements.

Editorial Environment
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 126,000 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 126,000 informed acute, critical and progressive care nursing professionals.
Digital Editions

Benefit from bonus exposure through Digital Editions:
Your ad benefits from online exposure and delivers to the inboxes of AACN recipients – with trackable results. To really stand out, take advantage of accessories that make your ad even more engaging, interactive and informative.

a) Audio: Have more to say? Let readers hear it. Add a narrative script or music to supplement your promotional message.

b) Video: Show the benefits of your product or facility through techniques, instruction or demonstrations.

c) Flash: Put your message in motion using Flash technology. These animated ads help engage your promotional message.

d) Page Sponsorship: Get front-page exposure. Your ad will be prominently positioned to the right of the cover of the digital edition.

e) Tabs: Bookmark your advertisement for all to see. Tabs extend from the standard digital edition page size, making your ad stand out and easier to find.

f) Bellybands: We’ll take your ad and place it on top of the digital edition cover.

g) AdJolt: Give your ad a boost. Our creative team will transform your static ad into a Flash animated version.

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20% off rates shown - Introductory offer. Limited Time Only. Net rates, non-commissionable.
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, 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 on press (examples: tearsheets, digital proof such as an iris, chromalins, matchprints). 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.

a) Size: 8 ⅛" x 11 ⅛" to trim to 8 ⅛" x 10 ⅛"; 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 ¼". Binding edge bleed ¼". Head bleed ⅛". BRCS 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 (non-bleed) available for the American Journal of Critical Care, Critical Care Nurse and AACN Bold Voices

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

Full Page: 7" x 10"

Half Page (Horizontal): 7" x 4½"

Half Page (Vertical): 3¾" x 10"

Quarter Page: 3¾" x 4½"

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

Two-Third Page (Vertical): 4¾" x 10"

One-Third Page (Vertical): 2¾" x 10"

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

One-Eighth Page: 33/8" x 23/8"

½ Page (Horizontal)

¾ Page (Vertical)

¾ Page (Vertical)

¾ Page (Vertical)

1/8 Page

⅛ Page

Bleed sizes

Spread: 16½" x 11½"

Full Page: 8½" x 11½"

Two-thirds: 5½" x 11½"

Half Vertical: 4½" x 11½"

Half Horizontal: 8½" x 5½"

Third Vertical: 2½" x 11½"

Hold live matter ½" from all sides.

Trim size of journals is 8¾" x 10¾"
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 2014 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 ⅛” x 10 ⅞”; 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.
   c) Inserts must be accompanied by digital PDF files to appear in the digital edition.

4. Classified
   Cost per word, 21 word minimum, net rate, non-commissionable:
   
<table>
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<th>Rate per Word</th>
<th>21-40</th>
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<td>$12.50</td>
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   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. Commercial 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
    Monique McLaughlin, x200
    Sales Manager, Recruitment Advertising
    mmclaughlin@slackinc.com
It’s never been easier to reach critical care nurses online

Whether you’re looking to brand your hospital/facility or promote your critical openings, banner advertising on the websites of the official evidence-based scientific and clinical journals of AACN will increase your exposure to your target market. Your ad benefits from online exposure and is viewed by a large audience of informed acute, critical and progressive care nursing professionals.

AJCCONLINE.ORG
CCNONLINE.ORG

American Journal of Critical Care
Average monthly impressions: 201,368
Average monthly unique visitors: 41,475

Critical Care Nurse
Average monthly impressions: 217,865
Average monthly unique visitors: 63,037


Leaderboard 728 x 90
Skyscraper 160 x 600
Vertical Banner 160 x 400

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

All positions will rotate with up to 3 other paid advertisers and share equal percentages of up to 75% of traffic (with the remaining 25% devoted to house advertising).

2014 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>Leaderboard</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>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.
EMAIL OPPORTUNITIES
ENGAGE THE LARGEST AUDIENCE IN CRITICAL CARE

**AACN CriticalCare eNewsline weekly email**

Reach more than 200,000 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 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.

**2014 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>Featured Career Opportunities</td>
<td></td>
<td>$745</td>
</tr>
</tbody>
</table>

*Includes a 30-day job posting on the AACN Career Center (nursepath.com)*

**Average delivered:** 235,000

**Average open rate:** 10.19%

- 4 emails sent out each month
- Buy one banner ad or Featured Career Opportunity 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.
- Expandable banners will not be accepted.

**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). Each links to new digital editions.

**Leaderboard 728 x 90**

**Average delivered:** 85,000 (opt-in membership only)

**Average open rate:** 15.15%

**Exposure Rate**

- **1 email** $3,150
- **2 emails** $4,750
- **6 emails** $12,600

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

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

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.

American Association of Critical-Care Nurses
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

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