2019
ADVERTISING RATES & DATA

Reach more than 10,000 nephrology nurses with your advertising message in 2019!

Nephrology Nursing Journal
Journal of the American Nephrology Nurses Association

Make Your Wishes About You (MY WAY): Using Motivational Interviewing to Foster Advance Care Planning for Patients with Chronic Kidney Disease
Elizabeth Anderson, Annette Alobe, and Dale Lapa

Use of Ultrasound Guidance During Cannulation of Arteriovenous Fistulas
Alice Lustb

A Window into the World of Nephrology Nursing: Nephrology Nurses’ Views of the Health and Safety of Their Work Environments, the Impact on Patient Care, and Opportunities for Improvement
Tamara Kies and Beth Uhrich

Care Coordination Between the Nephrology Nurse and the Payor: Working Together to Bridge the Gaps in Care for Patients with Kidney Disease
Angie Kesnaka

Effects of Application of Elastic Compression Stockings on Blood Pressure, Pulse Rate, and Hypotensive Symptoms in Patients with Intradialytic Hypotension
Hye-Jung Kim and Hee-Jung Kim

Using Creative Activities to Improve Treatment Perceptions of Patients on Hemodialysis
Sandra Patricia Rolon, Ana Valero-Gomez, Yolancis Martinez-Delgado, Cristina Herrera-Miranda, Emelieñna Justen-Geisler, and Yiu Mau Ho-Wong

Nephrology nurses who work in the clinical areas of:
- Acute Care
- Chronic Kidney Disease
- Continuous Renal Replacement Therapy (CRRT)
- Hemodialysis
- Home Therapies
- Medical/Surgical
- Pediatrics
- Peritoneal Dialysis
- Transplantation

Nephrology Nursing Journal is also available in an electronic format. ANNA members are able to access the Electronic Edition on their devices.

Celebrating 50 years of commitment and service to the nephrology nursing community.
Issuance:
- Frequency: Six times a year – January/February, March/April, May/June, July/August, September/October, November/December
- Issue Date: 5th of February, April, June, August, October, and December

Established:
1974

Subscription Rate:
- Individual $64.00 one year; $110.00 two years
- Institution $97.00 one year; $162.00 two years
- $19.00 per single copy

Editorial:
*Nephrology Nursing Journal* is the official publication of the American Nephrology Nurses Association. It provides a forum for this vital health care specialty as ANNA strives to collectively fulfill its purpose: to set forth and update high standards of patient care, educate its practitioners, identify for the public competence and excellence in practice within its fields, stimulate research, disseminate new ideas throughout the fields, promote interdisciplinary communication and cooperation and provide information to the general public. *Nephrology Nursing Journal* publishes clinical and theoretical information relevant to various specialists in nephrology and renal disease. *Nephrology Nursing Journal* promotes the nephrology specialty as well as the professional organization, the American Nephrology Nurses Association.

Editorial/Advertising Ratio:
A maximum of 50/50 is maintained

Service to Advertisers:
- Advertising placement interspersed
- Advertising index
- Ads are automatically included in the journal’s online digital edition
- ANNA mailing list available for purchase to regular advertisers
- Bonus circulation for several issues

Circulation:
Total paid circulation exclusive of samples, exchanges, etc.: 10,000.

Circulation Verification:
Sworn statement and U. S. Post Office Records second class mail.

Coverage and Market:
- Coverage: National
- Market Served: Nephrology nurses who practice in a variety of clinical areas including acute care, chronic kidney disease, continuous renal replacement therapy, hemodialysis, home therapies, medical/surgical, pediatrics, peritoneal dialysis, and transplantation.

Professional Status
<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>RN/APRN</td>
<td>96%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Position
<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff/Clinical Nurse</td>
<td>50%</td>
</tr>
<tr>
<td>Head Nurse/Supervisor</td>
<td>14%</td>
</tr>
<tr>
<td>Coordinator</td>
<td>4%</td>
</tr>
<tr>
<td>Nurse Practitioner</td>
<td>6%</td>
</tr>
<tr>
<td>Case Manager</td>
<td>2%</td>
</tr>
<tr>
<td>Administration</td>
<td>7%</td>
</tr>
<tr>
<td>Clinical Nurse Specialist</td>
<td>3%</td>
</tr>
<tr>
<td>Education</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Employer
- Hospital Inpatient: 27%
- Hospital Outpatient: 15%
- Free-Standing Unit: 39%
- Other: 19%

Areas of Practice*
- Acute Hemodialysis: 34%
- Chronic Hemodialysis: 54%
- Chronic Kidney Disease: 26%
- Conservative Management: 4%
- Continuous Renal Replacement Therapy: 10%
- Home Therapies: 12%
- Medical/Surgical Unit: 6%
- Nursing Education: 11%
- Pediatric Nephrology: 5%
- Peritoneal Dialysis: 22%
- Research: 3%
- Therapeutic Apheresis: 6%
- Transplantation: 6%

*Please note, some members/readers checked more than one practice area.

Facts about the *Nephrology Nursing Journal*:
- *Nephrology Nursing Journal* is a refereed journal (which means that all articles are peer reviewed)
- *Nephrology Nursing Journal* is indexed in CINAHL, Ebsco, Academic Search Premier, Infotrieve, International Nursing Index, Gale, Ovid, ProQuest, PubMed, UMI, and WebMD.
- *Nephrology Nursing Journal* is perfect-bound
- *Nephrology Nursing Journal* averaged over 100 pages per issue in 2018

Regular features, columns, and departments include:
- President’s Message
- From the Editor
- Clinical Consult
- Case Study
- Book and Media Reviews
- CNE Articles
- Practice Issues
- Issues in Renal Nutrition
- Professional Issues
- Certification in Nephrology Nursing
- What’s New in Nursing and Health Care
- Pharmacology Review
- Exploring the Evidence
- Fistula First: Vascular Access
- Nephrology Nurse Roundtable
**Rates & Closing Dates**

Official Publication of:  
American Nephrology Nurses Association  
East Holly Avenue  
Pitman, New Jersey 08071-0056  
856-256-2320  
www.annanurse.org

National Advertising Representative:  
Anthony J. Jannetti, Inc.  
East Holly Avenue  
Pitman, New Jersey 08071-0056  
856-256-2376 • FAX: 856-589-7463  
Susan Iannelli, Marketing Manager, Advertising

Editor:  
Beth Ulrich, EdD, RN, FACHE, FAAN

Internet Communication:  
Email: nnj_adver@aji.com | Web site: www.annanurse.org

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**Rates: Advertising rates per insertion (black and white)**

effective January 1, 2019

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<thead>
<tr>
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<td>$3,215</td>
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<td>$1,945</td>
<td>$1,870</td>
<td>$1,775</td>
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<td>$1,630</td>
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</table>

**Color Rates (Additional per Page per Insertion):**

- Second Color (Matched Out of Four Color Process) $750
- Four Color $1,850
- Bleed No Charge

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**Preferred Positions (Premium charged on B&W Rate):**

<table>
<thead>
<tr>
<th></th>
<th>2nd Cover*</th>
<th>3rd Cover*</th>
<th>4th Cover*</th>
<th>Page One</th>
<th>Page Facing 1st Table of Contents – LHP</th>
<th>Page Facing 2nd Table of Contents – RHP</th>
<th>Page Facing First Text</th>
<th>Other Guaranteed Positions</th>
<th>Bellyband</th>
<th>Cover tip</th>
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<tbody>
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<td>20%</td>
<td>50%</td>
<td>30%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>20%</td>
<td>Call for Price</td>
<td>Call for Price</td>
</tr>
</tbody>
</table>

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**Agency Commission:**

A 15% agency commission will be allowed to qualified advertising agencies if accounts are paid within 30 days. No cash discount is allowed. Line classified ads are not agency commissionable.

**Payment Policy:**

Payment due upon receipt. Agency discounts are allowed only for accounts paid within 30 days. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable to publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. Publisher reserves the right to require prepayment for advertisements. All new advertisers must prepay.

**Journal and Online Position Available Advertisements:**

Position available advertisements are accepted in the Journal and Online. Following receipt of written copy and advance payment, advertisements will automatically:

- Appear in the next available issue of Nephrology Nursing Journal.
- Receive a bonus posting on ANNA’s website, www.annanurse.org, at no additional charge, for a period of eight (8) weeks.

Copy can be submitted either:

- Online at www.annanurse.org
- Email to susan.iannelli@annanurse.org

**Fees:**

- $230 net for up to 10 lines (40 characters per line) and $23.00 per line thereafter.

**Payment:**

- All advertising must be prepaid by credit card or check (payable to Nephrology Nursing Journal).

**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. Space used by various subsidiaries of a parent company is combined for accounting of earned rates.

**Rate Protection Policy:**

Rates subject to change without notice. 2019 rates will be in effect for all advertising as of the January/February 2019 issue. Contracts for six or more insertions placed for January/February 2019 through November/December 2019 issues are protected at the rate shown on the rate card.

**Frequency/Rate Adjustments:**

Frequency rates for regular advertisers will be established when you run the first ad of the calendar year. This established frequency will be used for the entire year. Any adjustments (debits or credits) will be made at the end of the calendar year.

**Special Issues/Closing Dates 2019 (Six times per year):**

**January/February** CLOSING DATE: December 17
- Pre-Symposium Issue – Contains preliminary information about the ANNA 2019 National Symposium
- Bonus Distribution – At the Annual Dialysis Conference in Dallas, TX, March 16-19, 2019.

**March/April** CLOSING DATE: February 15
- ANNA 2019 50th Anniversary National Symposium Issue – Contains abstracts from the ANNA 2019 National Symposium
- Bonus Distribution – At the ANNA National Symposium to be held in Dallas, TX, April 14-17, 2019.
- Special 50th Anniversary Features Include – Nephrology Nursing Memories and Historical Timeline of Nephrology Nursing
- Total Circulation – 11,500

**May/June** CLOSING DATE: April 15
- Post Symposium Issue

**July/August** CLOSING DATE: June 17
- ANNA Nephrology Nursing Practice, Management & Leadership Pre Conference Issue

**September/October** CLOSING DATE: August 15
- ANNA Nephrology Nursing Practice, Management & Leadership Conference Issue
- Bonus Distribution at the ANNA Nephrology Nursing Practice, Management & Leadership Conference in San Diego, CA, October 12-14, 2019.

**November/December** CLOSING DATE: October 15
- Annual index of 2019 articles
Acceptance of Advertisements:
All advertisements are subject to approval by the American Nephrology Nurses Association (ANNA). ANNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of ANNA.

Ad Placement:
Unless otherwise guaranteed, *Nephrology Nursing Journal* will generally rotate ads front to back every other issue. Placement away from competitors cannot be assured.

Digital Advertising Policy:
All advertising will appear within the digital edition of *Nephrology Nursing Journal*. The digital edition is available to ANNA members when they login to the ANNA Website.

Publisher's Liability:
Publisher shall not be liable for any costs or damages for failure to publish an advertisement or for printer's errors. The Publisher is not responsible for errors for pub-sets, the advertiser's index, or other index listings.

Insert Requirements/Perfect Bound Publication/Quantities:
2 Page Bound In - Size should be 8 5/8" x 11 7/8". This size allows for trimming off 3/8" in the binding; 3/8” off the outside; 3/8” off the top; and 1/8” off the bottom.

4 Page Bound In - Size should be 8 5/8" x 11 3/4”. This size allows for trimming off 3/8” in the binding; 3/8” off the outside edges; 3/8” off the top; and 1/8” off the bottom.

Quantities: Please consult with *Nephrology Nursing Journal* for shipping instructions and quantities. Preliminary quantities are: Jan/Feb - 11,500; March/April - 12,500; May/June - 11,500; July/Aug - 11,500; Sept/Oct - 12,500, Nov/Dec - 11,500. Call for actual quantities.

**Mechanical Requirements**

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>7&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4 1/2&quot;</td>
</tr>
<tr>
<td>Junior Page</td>
<td>4 1/2&quot;</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>3 3/8&quot;</td>
</tr>
<tr>
<td>1/2 Page (V) (with bleed)</td>
<td>4 3/8&quot;</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>7&quot;</td>
</tr>
<tr>
<td>1/2 Page (H) (with bleed)</td>
<td>8 5/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 3/8&quot;</td>
</tr>
<tr>
<td>Bleed Page Size</td>
<td>8 5/8&quot;</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8 3/8&quot;</td>
</tr>
<tr>
<td>Spread Bleed Size</td>
<td>17&quot;</td>
</tr>
<tr>
<td>Spread Trim Size</td>
<td>16 3/4&quot;</td>
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**Digital/Reproduction Requirements**

**General Information:**
- *Nephrology Nursing* is printed in four color process, cyan, magenta, black, and yellow.
- Line screen is 300 dpi. Maximum density under 300%.

**PDF file is the accepted format:**
PDF files should be sent via email to susan.iannelli@annanurse.org. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

**Bleed Information**: Keep live matter 1/4" from trim, 1/4" from gutter.

**Binding**: *Nephrology Nursing Journal* is perfect bound.

**Electronic Materials:**
Electronic materials will be kept on file for one (1) year from date of last insertion. A new high resolution PDF file would need to be emailed to susan.iannelli@annanurse.org

**Mission Statement**
ANNA improves members’ lives through education, advocacy, networking, and science.

**Forward all contracts, insertion orders, and printing materials to:**
*Nephrology Nursing Journal*
c/o Anthony J. Jannetti, Inc.
Postal:
Box 56, Pitman, NJ  08071-0056

UPS/Overnight Service:
200 East Holly Avenue, Sewell, NJ  08080

Attention: Susan Iannelli, Marketing Manager, Advertising
Phone: 856-256-2376
FAX: 856-589-7463
Email: susan.iannelli@annanurse.org

**For more information, or to reserve space, please call Anthony J. Jannetti, Inc. at 856-256-2376**