Advertising Rates and Data

Reach more than 12,000 nephrology nurses with your advertising message in 2016!

Coverage:
Nephrology nurses who work in the clinical areas of:
- Chronic Kidney Disease
- Conservative Management
- Continuous Renal Replacement Therapy
- Hemodialysis
- Home Therapies
- Medical/Surgical
- Peritoneal Dialysis
- Transplantation

Nephrology Nursing Journal is also available in electronic format. ANNA members and subscribers will be able to access the Electronic Edition on their devices wherever and whenever they choose.

American Nephrology Nurses’ Association — www.annanurse.org
Nephrology Nursing Journal
2016
Advertising Rates and Data

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 $54.00 one year; $97.00 two years
- Institution $96.00 one year; $150.00 two years
- $17.00 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.: 12,000.

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 chronic kidney disease, conservative-management, continuous renal replacement therapy, hemodialysis, home therapies, medical/surgical, peritoneal dialysis, and transplantation.

Professional Status
- RNN/APRN 94.7%
- Other 5.3%

Position
- Staff/Clinical Nurse 48.5%
- Head Nurse/Supervisor 14.4%
- Coordinator 4.2%
- Nurse Practitioner 5.1%
- Case Manager 1.4%
- Administration 7.4%
- Clinical Nurse Specialist 2.4%
- Education 8.4%
- Other 8.2%

Employer
- Hospital Inpatient 28.0%
- Hospital Outpatient 16.1%
- Free-Standing Unit 38.3%
- Other 17.6%

Areas of Practice*
- Acute Hemodialysis 33.0%
- Chronic Hemodialysis 54.1%
- Chronic Kidney Disease 23.4%
- Conservative Management 2.8%
- Continuous Renal Replacement Therapy 9.2%
- Home Therapies 8.6%
- Medical/Surgical Unit 5.3%
- Medical/Surgical Unit 5.3%
- Pediatric Nephrology 9.6%
- Pediatric Nephrology 9.6%
- Peritoneal Dialysis 21.2%
- Research 2.7%
- Therapeutic Apheresis 5.5%
- Transplantation 6.2%

*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 2015

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 Box 56
Pitman, New Jersey 08071-0056
856-256-2320
www.annanurse.org

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856-256-2376 • FAX: 856-589-7463
Susan Iannelli, Marketing Manager, Advertising

Internet Communication:
Email: nj_adver@ajj.com
Web site: www.annanurse.org

Rate Card No. 17
Effective January 1, 2016

Rates: Advertising rates per insertion (black and white)
effective January 1, 2016

<table>
<thead>
<tr>
<th>Insertions</th>
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<th>12X</th>
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<tr>
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Color Rates (Additional per Page per Insertion):
Second Color (Matched Out of Four Color Process) $750
Four Color $1,800
Bleed No Charge

Preferred Positions (Premium charged on B&W Rate):
2nd Cover* 30%
3rd Cover* 20%
4th Cover* 50%
Page One 30%
Page Facing 1st Table of Contents – LHP 25%
Page Facing 2nd Table of Contents – RHP 25%
Page Facing First Text 25%
Other Guaranteed Positions 20%
Bellyband Call for Price
Cover tip Call for Price

* Covers are non-cancelable.

Inserts:
Two-page 3 Times Earned B&W Rate
Four-page 5 Times Earned B&W Rate
Business Reply Card* 1⅓ Times Earned B&W Rate

* Note – BRC must be accompanied with a minimum of a full page advertisement. Publication is perfect bound. Please call for BRC specifications.

Insert Quantities See Next Page Under Insert Requirements

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 Web site, 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:
- $210 net for up to 10 lines (40 characters per line) and $21.00 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. 2016 rates will be in effect for all advertising as of the January/February 2016 issue. Contracts for six or more insertions placed for January/February 2016 through November/December 2016 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 2016

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
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<tbody>
<tr>
<td>January/February</td>
<td>CLOSING DATE: December 15</td>
</tr>
<tr>
<td>Pre-Symposium Issue</td>
<td>Contains preliminary information about ANNA’s 47th National Symposium</td>
</tr>
<tr>
<td>Bonus distribution at the Annual Dialysis Conference in Seattle, WA, February 27-March 1, 2016</td>
<td></td>
</tr>
</tbody>
</table>

March/April
- ANNA’s 47th National Symposium Issue
- Contains abstracts from ANNA’s 47th National Symposium
- Bonus distribution at ANNA’s Symposium to be held in Louisville, KY, May 1-4, 2016
- Total circulation will be 13,000

CLOSING DATE: February 15

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

July/August
- ANNA’s Pre-Fall Meeting Issue
- CLOSING DATE: June 15

September/October
- ANNAs Fall Meeting Issue and ASN Issue
- Bonus distribution at ANNA’s Fall Meeting in San Diego, CA, October 8-10, 2016
- Bonus distribution at ASN’s Annual Meeting in Chicago, IL, November 15-20, 2016

CLOSING DATE: August 5

November/December
- Annual index of 2016 articles
- CLOSING DATE: October 17
Mission Statement

ANNA promotes excellence in and appreciation of nephrology nursing so we can make a positive difference for people with kidney disease.

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 and subscribers 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 1/8” x 11 1/8”. This size allows for trimming off 1/8” in the binding; 1/8” off the outside; 1/8” off the top; and 1/8” off the bottom.

4 Page Bound In - Size should be 8 1/8” x 11 1/8”. This size allows for trimming off 1/8” in the binding; 1/8” off the outside edges; 1/8” 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 - 13,500; March/April - 15,500; May/June - 13,500; July/Aug - 13,500; Sept/Oct - 15,000, Nov/Dec - 13,500. Call for actual quantities.

Mechanical Requirements

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<thead>
<tr>
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<th>Height</th>
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<tbody>
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<tr>
<td>2/3 Page</td>
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<td>10”</td>
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<tr>
<td>Junior Page</td>
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<td>7 1/2”</td>
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<td>1/2 Page (V)</td>
<td>3 3/8”</td>
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<td>3/5 Page (V)</td>
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<td>Spread Bleed Size</td>
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<tr>
<td>Spread Trim Size</td>
<td>16 3/4”</td>
<td>10 7/8”</td>
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</tbody>
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Digital/Reproduction Requirements


PDF file is the accepted format:
PDF files should be sent either via CD-ROM or emailed to nnj_adver@ajj.com. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

Color Proofs:
An accurate color printProof of how your ad should print must be supplied. If a color printProof is not included with your ad file, Nephrology Nursing Journal is not responsible for the color quality of your printed advertisement.

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

Binding: Nephrology Nursing Journal is perfect bound.

Typesetting:
Advertising requiring typesetting or preparation by Publisher must be received 15 days in advance of closing date. Minimum typesetting charges are $200 for a 1/4 page, $250 for a 1/2 page, $300 for a full page. Composition, camera work, and stripping supplied by the Publisher will be invoiced at cost.

Disposition of Reproduction Materials:
Reproduction materials will be held for one (1) year from date of last insertion and then destroyed.

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

AJJ-V-1015-800