Reach more than 10,000 nephrology nurses with your advertising message in 2020!

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

**COVERAGE:**

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
**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 2019.

**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

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**Facts & Features**

**General Information & Circulation**

- **Issuance:**
  - Frequency: Six times a year – January/February, March/April, May/June, July/August, September/October, November/December
  - Issue Date: 10th 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.

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**Membership Profile**

**Professional Status**

- RN/APRN 96%
- Other 4%

**Position**

- Staff/Clinical Nurse 51%
- Head Nurse/Supervisor 14%
- Coordinator 3%
- Nurse Practitioner 6%
- Case Manager 2%
- Administration 7%
- Clinical Nurse Specialist 3%
- Education 8%
- Other 6%

**Employer**

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

**Areas of Practice**

- Acute Hemodialysis 34%
- Chronic Hemodialysis 55%
- Chronic Kidney Disease 26%
- Conservative Management 4%
- Continuous Renal Replacement Therapy 10%
- Home Therapies 13%
- Medical/Surgical Unit 6%
- Nursing Education 11%
- Pediatric Nephrology 5%
- Peritoneal Dialysis 21%
- Research 3%
- Therapeutic Apheresis 6%
- Transplantation 6%

*Please note, some members/readers checked more than one practice area.
### Rates & Closing Dates

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

<table>
<thead>
<tr>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page*</td>
<td>$3,360</td>
<td>$3,215</td>
<td>$3,055</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,550</td>
<td>$2,365</td>
<td>$2,270</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$2,345</td>
<td>$2,195</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,060</td>
<td>$1,945</td>
<td>$1,870</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,760</td>
<td>$1,630</td>
<td>$1,555</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,530</td>
<td>$1,415</td>
<td>$1,360</td>
</tr>
</tbody>
</table>

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

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

* Advertisers running a full-page or larger ad unit are permitted to include a banner advertisement with an accompanying issue(s) of E-News (ANNA’s monthly E-Newsletter). Please call for specific details and issue availability. The cost for a banner ad in ANNA E-News is $2,500.

#### 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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30%</td>
<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>

* Covers are non-cancelable.

#### Inserts:

- Two-page: 3 Times Earned B&W Rate
- Four-page: 5 Times Earned B&W Rate
- Business Reply Card (perfect bound): 1½ Times Earned B&W Rate

**Note:** BRC must be accompanied with a minimum of a full page advertisement. Please call for BRC specifications.

#### Insert Quantities

- See Next Page Under Insert Requirements

* Please contact *Nephrology Nursing Journal* for Outsert information and pricing.

### 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. 2020 rates will be in effect for all advertising as of the January/February 2020 issue. Contracts for six or more insertions placed for January/February 2020 through November/December 2020 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 2020 (Six times per year)

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>CLOSING DATE: December 15</td>
<td></td>
</tr>
<tr>
<td>March/April</td>
<td>ANNA 2020 National Symposium Issue – Contains abstracts from the ANNA 2020 National Symposium</td>
<td>CLOSING DATE: February 17</td>
</tr>
<tr>
<td>May/June</td>
<td>ANNA 2020 National Symposium Issue – Contains abstracts from the ANNA 2020 National Symposium</td>
<td>CLOSING DATE: April 15</td>
</tr>
<tr>
<td>July/August</td>
<td>ANNA Nephrology Nursing Practice, Management &amp; Leadership Pre Conference Issue</td>
<td>CLOSING DATE: June 15</td>
</tr>
<tr>
<td>September/October</td>
<td>ANNA Nephrology Nursing Practice, Management &amp; Leadership Pre Conference Issue</td>
<td>CLOSING DATE: August 15</td>
</tr>
<tr>
<td>November/December</td>
<td>ANNA Nephrology Nursing Practice, Management &amp; Leadership Pre Conference Issue</td>
<td>CLOSING DATE: October 15</td>
</tr>
</tbody>
</table>

Annual index of 2020 articles

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**Effective January 1, 2020**

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

**National Advertising Representative:** Anthony J. Jannetti, Inc.

**Rate Card No. 21**

**Best Ulrich, EdD, RN, FACHE, FAAN**

**www.annanurse.org**

**American Nephrology Nurses Association**

**East Holly Avenue Box 56 Pitman, New Jersey 08071-0056 856-256-2320**

**Susan Iannelli, Marketing Manager, Advertising**

**Email: nnj_adver@aij.com | Web site: www.annanurse.org**

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

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 1/2” x 11 1/8”. This size allows for trimming off 1/16” 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 1/2” 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 - 11,000; March/April - 12,000; May/June - 11,000; July/Aug - 11,000; Sept/Oct - 12,000, Nov/Dec - 11,000. Call for actual quantities.

Digital/Reproduction Requirements

General Information:
• Nephrology Nursing is printed in four color process, cyan, magenta, black, and yellow.
• Stock: Cover – 80lb.; Inside – 50lb.
• 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, 1/16” 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.

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

U/S/O/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