

Reach more than  
**8,500 NEPHROLOGY NURSES** with your advertising message in 2022!

Rate Card Number 23 | Effective January 1, 2022

# ADVERTISING RATES & DATA

## FACTS ABOUT THE *Nephrology Nursing Journal*:

- Refereed Journal (all articles are Peer Reviewed)
- Indexed in CINAHL, Ebsco, Academic Search Premier, Infotrieve, International Nursing Index, Gale, Ovid, ProQuest, PubMed, UMI, and WebMD
- Averaged over 100 Pages per Issue in 2021



[www.annanurse.org](http://www.annanurse.org)



Earn 7.3 Contact Hours in This Issue!

*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

# Nephrology Nursing Journal

# 2022 Advertising Rates & Data

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 \$69.00 one year; \$118.00 two years  
 Institution \$104.00 one year; \$168.00 two years  
 \$21.00 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/Advertisers' 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.: 8,500  
 Sworn Statement & U. S. Post Office Records (2nd class mail)

Membership Profile

Professional Status	
RN/APRN	96%
Other	4%
Position	
Staff/Clinical Nurse	50%
Head Nurse/Supervisor	12%
Coordinator	3%
Nurse Practitioner	7%
Case Manager	2%
Administration	7%
Clinical Nurse Specialist	3%
Education	8%
Other	8%
Employer	
Hospital Inpatient	27%
Hospital Outpatient	15%
Free-Standing Unit	38%
Other	20%
Areas of Practice*	
Acute Hemodialysis	35%
Chronic Hemodialysis	52%
Chronic Kidney Disease	29%
Conservative Management	4%
Continuous Renal Replacement Therapy	9%
Home Therapies	14%
Medical/Surgical Unit	7%
Nursing Education	11%
Pediatric Nephrology	5%
Peritoneal Dialysis	22%
Research	3%
Therapeutic Apheresis	6%
Transplantation	7%

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

## Regular Features, Columns, & Departments

- President's Message
- From the Editor-in-Chief
- Clinical Consult
- Case Study
- Book and Media Reviews
- NCPD 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
- NNJ Journal Club

**Official Publication of:**

American Nephrology Nurses Association  
 East Holly Avenue Box 56  
 Pitman, New Jersey 08071-0056  
 856-256-2320  
 www.annanurse.org

**Editor-in-Chief:**

Beth Ulrich, EdD, RN, FACHE, FAAN

**National Advertising Representative:**

Anthony J. Jannetti, Inc.  
 East Holly Avenue Box 56  
 Pitman, New Jersey 08071-0056  
 856-256-2376 • FAX: 856-589-7463  
 Susan Iannelli, Marketing Manager

**Internet Communication:**

Email: nnj\_adver@ajj.com | Web site: www.annanurse.org

## Rates: Advertising rates per insertion (black & white) effective January 1, 2022

	1X	6X	12X	24X
One Page*	\$3,360	\$3,215	\$3,055	\$2,885
Junior Page	\$2,345	\$2,195	\$2,100	\$2,050
1/2 Page	\$2,060	\$1,945	\$1,870	\$1,775
1/3 Page	\$1,760	\$1,630	\$1,555	\$1,490
1/4 Page	\$1,530	\$1,415	\$1,360	\$1,300

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

Second Color (Matched Out of Four Color Process)	\$750
Four Color	\$1,850
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

## Inserts: \*

Two-page	3 Times Earned B&W Rate
Four-page	5 Times Earned B&W Rate
Insert Quantities	See Next Page Under Insert Requirements
* Please contact <i>Nephrology Nursing Journal</i> for Outsert information and pricing.	

## Opportunities for Digital & Print Editions

### Electronic Edition Video or Audio Embedding

**Video** – \$200 / **Audio** – \$150 (up to 3 minutes)  
Video or Audio File - Includes a "Play" instructing reader to click the play.

Provide a link as follows for:

- Video - e.g. on YouTube or Other Embedded Video Service
- Audio - e.g. on SoundCloud or Other Embedded Video Service (alternatively, audio files can be emailed directly for insertion into the Electronic Edition)

### Print Edition (at No Additional Charge)

- Include QR Code
- Submit Two High Res pdf Files (with & without QR Code)

## E-News Banner Advertising

Available to advertisers running a full-page or larger ad unit:

- Permitted to include a Banner Advertisement within an accompanying issue(s) of E-News (ANNA's Monthly E-Newsletter).
- Call for Specific Details & Issue Availability
- Cost per Banner – \$2,500

## 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](http://www.annanurse.org), at no additional charge, for a period of eight (8) weeks.

Copy submission either:

- Online at [www.annanurse.org](http://www.annanurse.org)
- Email to [susan.iannelli@annanurse.org](mailto:susan.iannelli@annanurse.org)

Fees:

- \$240 net for up to 10 lines (40 characters per line) and \$24.00 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. 2022 rates will be in effect for all advertising as of the January/February 2022 issue. Contracts for six or more insertions placed for January/February 2022 through November/December 2022 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 2022 (Six times per year)

### January/February – Pre-Symposium Issue

**CLOSING DATE: December 30**

Contains preliminary information about the ANNA 2022 National Symposium

### March/April – 2022 National Symposium Issue

**CLOSING DATE: February 25**

- **Bonus Distribution** at the 2022 National Symposium Fort Worth, Texas, May 22-25, 2022
- Contains abstracts from the ANNA 2022 National Symposium
- Electronic edition available to members and attendees

### May/June – Post Symposium Issue

**CLOSING DATE: April 25**

### July/August

**CLOSING DATE: June 24**

### September/October – 2022 Fall Conference Issue

**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 1-3, 2022.

### November/December

**CLOSING DATE: October 25**

**Annual index of 2022 articles**



[www.annanurse.org](http://www.annanurse.org)

## 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 5/8" 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 5/8" 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 - 9,500; March/April - 10,500; May/June - 9,500; July/Aug - 9,500; Sept/Oct - 10,500; Nov/Dec - 9,500. Call for actual quantities.

Mechanical Requirements		
	Width	Height
One Page	7"	10"
Junior Page	4 1/2"	7 1/2"
1/2 Page (V)	3 3/8"	10"
1/2 Page (V) (with bleed)	4 3/8"	11 1/8"
1/2 Page (H)	7"	4 7/8"
1/2 Page (H) (with bleed)	8 5/8"	5 1/2"
1/3 Page (V)	2 1/4"	10"
1/3 Page (H)	4 1/2"	4 7/8"
1/4 Page	3 3/8"	4 7/8"
Bleed Page Size	8 5/8"	11 1/8"
Trim Size	8 3/8"	10 7/8"
Spread Bleed Size	17"	11 1/8"
Spread Trim Size	16 3/4"	10 7/8"

## Digital/Reproduction Requirements

### General Information:

- *Nephrology Nursing Journal* 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](mailto: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](mailto:susan.iannelli@annanurse.org)

### Forward all contracts, insertion orders, and printing materials to:

#### *Nephrology Nursing Journal*

c/o Anthony J. Jannetti, Inc.

Postal:

PO Box 56, Pitman, NJ 08071-0056

UPS/Overnight Service:

200 East Holly Avenue, Sewell, NJ 08080

**Attention:** Susan Iannelli, Marketing Manager

Phone: 856-256-2376

FAX: 856-589-7463

Email: [susan.iannelli@annanurse.org](mailto:susan.iannelli@annanurse.org)

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