



## 2018 Rate Sheet – Online Advertising Opportunities



### SUNA's Official Newsletter (Published Electronically)

**Published:** Quarterly – Winter (January),  
Spring (April), Summer (July),  
& Fall (October)

**Circulation:** 3,000

**Closing Dates:** Winter – December 1  
Spring – March 1  
Summer – June 1  
Fall – September 1

#### Color Rates:

Full Page \$ 1,400 Gross  
Half Page \$ 900 Gross  
Quarter Page \$ 650 Gross

#### Material Specifications:

Full Page No Bleed 7.5" W x 9.875" H  
Full Page Bleed 8.75" W x 11.25" H  
½ Page Horizontal 7.5" W x 4.875" H  
½ Page Vertical 3.625" W x 9.875" H  
¼ Page 3.625" W x 4.875" L

#### Agency Commission:

A 15% agency commission will be allowed to qualified advertising agencies if accounts are paid within thirty (30) days. No Cash discount is allowed.

**EXCLUSIVE SPONSORSHIPS  
ARE ALSO AVAILABLE. PLEASE  
CONTACT US FOR MORE DETAILS!**



Society of Urologic  
Nurses and Associates  
**Email Newsletter**

### SUNA's Electronic News Bulletin

**Published:** Six (6) Times per Year  
15th of Even Months

**Circulation:** 3,000

**Closing Dates:** 15th of Month Prior

**Rates (Net):**  
Banner Ad \$1,000 Net Per Issue  
Recruitment Ad \$20 Net/40 Characters  
Minimum \$200 Net

**Specifications Banner Advertisement:**  
Flexible Size 728 Pixels W x 90 Pixels H  
File Size Less than 200K  
Specs Static Ad Only; No flash or html5  
Material jpeg or gif (may be animated)

## CONTACT INFORMATION

**Society of Urologic Nurses and Associates, Inc.**  
Postal – PO Box 56, Pitman, NJ 08071-0056  
UPS – 200 East Holly Avenue, Sewell, NJ 08080

#### Advertising

Susan Iannelli, Marketing Manager, Advertising  
856-256-2376, [susan.iannelli@suna.org](mailto:susan.iannelli@suna.org)

#### Exclusive Sponsorship

Tom Greene, Director of Marketing  
856-256-2367, [tom.greene@suna.org](mailto:tom.greene@suna.org)

**Urologic Nursing Advertisers will receive a 25% discount.**

## TERMS & CONDITIONS – Uro-Gram & Email Newsletter

**Advertisements:** All advertisements are subject to approval by SUNA. SUNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of SUNA.

**Payment Policy:** Payment due upon receipt. 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.