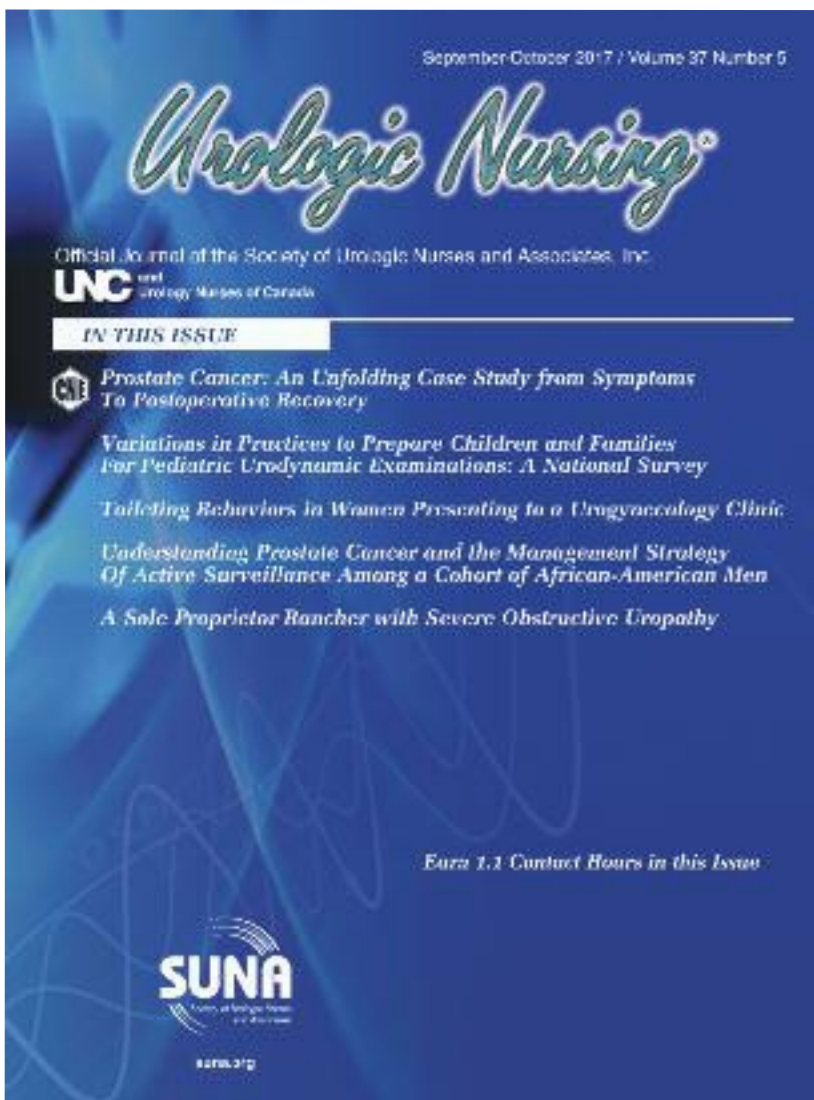


# 2018

# Advertising Rates & Data

## Advertise

your products and services to more than **3,000+** urologic nurses and associates.



- Coverage
- Urologic nurses in
- Physicians' Offices
- Clinics
- Hospitals
- Independent Practices



Official Journal of the  
 Society of Urologic Nurses and Associates, Inc.  
[www.suna.org](http://www.suna.org)

# 2018 Advertising Rates & Data

# Urologic Nursing®

General Information & Circulation

### Issuance:

- Frequency: Six times a year — January/February, March/April, May/June, July/August, September/October, and November/December
- Issue/Date: 1st of February, April, June, August, October and December

### Established:

1981

### Subscription Data:

Individual: \$60.00 one year; \$105.00 two years  
 Institution: \$90.00 one year; \$156.00 two years  
 \$18.00 per single copy

### Editorial Philosophy:

**Urologic Nursing** is the official publication of the Society of Urologic Nurses and Associates. The journal serves as the primary journal information source for urologic health professionals practicing in hospitals, clinics, urology offices, extended care facilities, and surgical units. Published six times per year, **Urologic Nursing** contains original peer-reviewed clinical articles including CNE features, clinical insights, and professional news on the latest developments concerning the care of urologic patients. **Urologic Nursing's** content is targeted toward its diverse readership - nurses and allied health care professionals.

### Editorial/Advertising Ratio:

A maximum average of 50/50 is maintained.

### Services to Advertisers:

- Advertising placement interspersed
- Advertisers' index
- SUNA mailing list available for purchase to regular advertisers
- Bonus circulation

### Circulation

3,000+ per issue

### Circulation Verification

Sworn statements and U. S. Post Office records for second class mail.

### Coverage and Market

- Coverage: National
- Market Served: Urologic nurses who work in physicians' offices, clinics, and hospitals; other health care professionals with a primary interest in urologic patient care; urology offices; libraries and institutions.

Membership Profile

Licensure	
RN	55%
Nurse Practitioner	27%
LPN/LVN	6%
Other	12%
Years in Urology	
Less Than 1	15%
1 - 5	30%
6 - 10	17%
11 - 15	11%
Over 15	27%
Employer	
Hospital	30%
MD Office	33%
Clinic	24%
Other	13%
Clinical Practice Area*	
Ambulatory Surgery	10%
Geriatrics	9%
Hospital/Inpatient	15%
Incontinence	27%
Lithotripsy	7%
Long Term Care	2%
Nursing Education	10%
Office, Clinic & Outpatient	56%
Oncology	14%
Operating Room/Cystoscopy	14%
Pediatrics	8%
Research	6%
Sacral Nerve Stim	8%
Sexual Dysfunction	17%
Staff Development	6%
Urodynamics	20%

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



### Official Publication of:

Society of Urologic Nurses and Associates, Inc.  
 East Holly Avenue / Box 56  
 Pitman, New Jersey 08071-0056  
 856-256-2335  
 www.suna.org

### Editor:

Jane Hokanson Hawks, PhD, RN, BC

### National Advertising Representative:

Anthony J. Jannetti, Inc.  
 East Holly Avenue / Box 56  
 Pitman, NJ 08071-0056  
 Phone: 856-256-2376; FAX: 856-589-7463  
 Mike Cunningham and Tom Greene,  
*Directors of Marketing*  
 Susan Iannelli, *Marketing Manager, Advertising*

### Internet Communication:

unj\_adver@ajj.com | www.suna.org

Rates: Advertising rates per insertion (black and white) effective January 1, 2018:				
	1X	6X	12X	24X
One Page	\$1,765	\$1,610	\$1,500	\$1,375
2/3 Page	\$1,450	\$1,345	\$1,250	\$1,180
Junior Page	\$1,345	\$1,225	\$1,105	\$1,040
1/2 Page	\$1,140	\$1,070	\$1,000	\$920
1/3 Page	\$1,000	\$905	\$840	\$770
1/4 Page	\$870	\$820	\$770	\$735

Color Rates (Additional Per Page Per Insertion):	
Second Color (Matched Out of Four Color Process)	\$ 725
Four Color	\$1,675
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 (perfect bound)	1 1/2 Times Earned B&W Rate
<b>Note</b> – 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 <i>Urologic Nursing</i> for <b>Outsert</b> 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 **Urologic Nursing**.
- Receive a **bonus posting** on SUNA's website, [www.suna.org](http://www.suna.org), at no additional charge, for a period of eight (8) weeks.

Copy can be submitted either:

- Online at [www.suna.org](http://www.suna.org)
- E-mail to [susan.iannelli@suna.org](mailto:susan.iannelli@suna.org)

Fees:

- \$220 net for up to 10 lines (40 characters per line) and \$22.00 per line thereafter.

Payment:

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

#### Earned Rates:

Rates are earned by total number of insertions used 12 months 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. 2018 rates will be in effect for all advertising as of the January/February 2018 issue. Contracts for six or more insertions placed from January/February 2018 through November/December 2018 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 2018 (Six times per year)	
January/February	<b>CLOSING DATE: December 27</b>
<b>Conference Issue for Advanced Practice Professionals</b>	
• <b>Bonus distribution</b> at <i>Advanced uroLogic, The Premier Conference for Advanced Practice Professionals</i> , to be held in Philadelphia, PA, April 5-7, 2018.	
March/April	<b>CLOSING DATE: February 26</b>
<b>CNE Feature</b>	
May/June	<b>CLOSING DATE: April 25</b>
<b>CNE Feature</b>	
July/August	<b>CLOSING DATE: June 25</b>
<b>ANNA Nephrology Nursing Practice, Management &amp; Leadership Pre Conference Issue</b>	
September/October	<b>CLOSING DATE: August 27</b>
<b>CNE Feature – Annual Conference Issue for Urology Professionals</b>	
• <b>Bonus distribution</b> at <i>uroLogic, The Premier Conference for Urology Professionals</i> , to be held in San Diego, CA, October 25-28, 2018.	
November/December	<b>CLOSING DATE: October 25</b>
<b>CNE Feature – Post Conference Issue</b>	
• Reaches nurses immediately following the 2018 Annual Conference	
• Annual Index of 2018 Articles	



www.suna.org

## Mission Statement

As a professional community of urologic nurses and associates, SUNA is committed to enriching the professional lives of our members and improving the health of our patients and their families, through education, research, and evidence-based clinical practice.

### Acceptance of Advertisements:

All advertisements are subject to approval by the Society of Urologic Nurses and Associates (SUNA). SUNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of SUNA.

### Ad Placement:

Unless otherwise guaranteed, *Urologic Nursing* will rotate regular advertisements front to back every other issue. Placement away from competitors can not be guaranteed.

### 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 <sup>3</sup>/<sub>8</sub>" x 11 <sup>1</sup>/<sub>8</sub>". This size allows for trimming off <sup>1</sup>/<sub>8</sub>" in the binding; <sup>1</sup>/<sub>8</sub>" off the outside; <sup>1</sup>/<sub>8</sub>" off the top; and <sup>1</sup>/<sub>8</sub>" off the bottom.

**4 Page Bound In** - Size should be 8 <sup>3</sup>/<sub>8</sub>" x 11 <sup>1</sup>/<sub>8</sub>". This size allows for trimming off <sup>1</sup>/<sub>8</sub>" in the binding; <sup>1</sup>/<sub>8</sub>" off the outside; <sup>1</sup>/<sub>8</sub>" off the top; and <sup>1</sup>/<sub>8</sub>" off the bottom.

**Quantities:** Please consult with *Urologic Nursing* for shipping instructions and quantities. Preliminary quantities are: February 4,500; April 4,500; June 4,500; August 4,500; October 5,250; December 4,500. Call for actual quantities.

### Mechanical Requirements

	Width	Height
One Page	7"	10"
<sup>2</sup> / <sub>3</sub> Page	4 <sup>1</sup> / <sub>2</sub> "	10"
Junior Page	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
<sup>1</sup> / <sub>2</sub> Page (V)	3 <sup>3</sup> / <sub>8</sub> "	10"
<sup>1</sup> / <sub>2</sub> Page (H)	7"	4 <sup>7</sup> / <sub>8</sub> "
<sup>1</sup> / <sub>3</sub> Page (V)	2 <sup>1</sup> / <sub>4</sub> "	10"
<sup>1</sup> / <sub>3</sub> Page (H)	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
<sup>1</sup> / <sub>4</sub> Page	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
Bleed Page Size	8 <sup>3</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
Trim Size	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "
Spread Bleed Size	16 <sup>1</sup> / <sub>2</sub> "	11 <sup>1</sup> / <sub>8</sub> "
Spread Trim Size	16 <sup>1</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "

### Digital/Reproduction Requirements

*Urologic 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 either via CD-ROM or e-mailed to unj\_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 print/proof of how your ad should print must be supplied. If a color print/proof is not included with your ad file, *Urologic Nursing* is not responsible for the color quality of your printed advertisement.

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

**Binding:** *Urologic Nursing* 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@suna.org

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

#### *Urologic Nursing*

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@suna.org

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