

The **Association of periOperative Registered Nurses (AORN)** represents the interests of more than 160,000 perioperative nurses by providing nursing education, standards, and clinical practice resources—including the peer-reviewed, monthly publication *AORN Journal*—to enable optimal outcomes for patients undergoing operative and other invasive procedures. AORN's 43,000 registered nurse members manage, teach, and practice perioperative nursing, are enrolled in nursing education, or are engaged in perioperative research. We define and advance best nursing practices for surgical patients by researching and distributing scientifically based guidelines.

Since 1963, the award-winning *AORN Journal* has provided perioperative registered nurses with high quality, peer-reviewed articles featuring practice information, research study summaries, management and staff development guidance, and more.

94% of the respondents chose the AORN Journal as their top source to find information about new OR Products and Services. The nearest competitor in the market scored 23%

43% of AORN Journal subscribers pass along their printed copies on to one or more colleagues

93% of respondents chose the AORN Journal as their most trusted publication to provide them with unbiased, evidence-based, accurate information. The nearest competitor scored 25%

\*Readex Research, *AORN Journal*, April 2018

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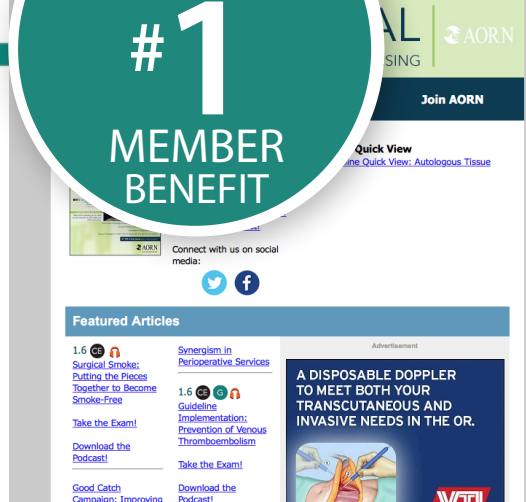
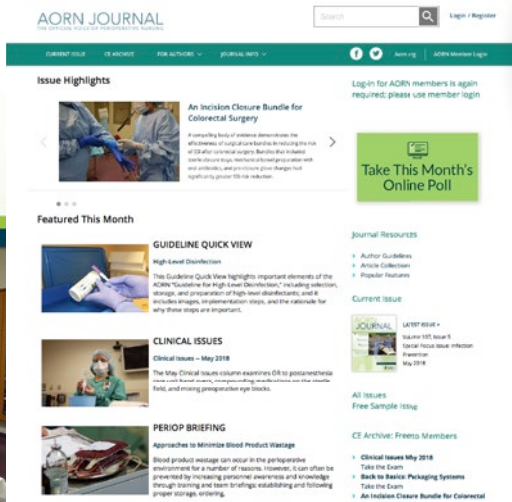
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**AORN Journal** provides professional perioperative registered nurses with evidence-based practice information needed to meet the physiological, behavioral, safety, and health system needs of a diverse patient population. Journal content supports the clinical, research/quality improvement, education, and management strategies related to the nurses role in caring for patients before, during, or after operative and other invasive and interventional procedures in ambulatory and inpatient settings.

93% of AORN Journal subscribers access the publication in both print and digital formats.\*

\*Readex Research, *AORN Journal*, April 2018

**Frequency:** Monthly.

**Mail class:** Periodicals postage.

**Circulation:** 43,716

**RUN OF BOOK (ROB) RATES**

Frequency	Full page	1/2 page	1/4 page*
1x	\$3,980	\$2,630	\$2,270
3x	\$3,830	\$2,560	\$2,210
6x	\$3,680	\$2,450	\$2,130
12x	\$3,490	\$2,310	\$2,050
18x	\$3,100	\$2,060	\$1,870

\*1/4 page size available in recruitment advertising only.

**COLOR RATES (PER PAGE)**

Standard	\$1,200
Matched	\$1,330
Metallic	\$1,515
4 Color	\$1,780

**CLOSING DATES\***

Issue Date	Space	Material	Inserts	Topic	Bonus Meeting Distribution
January	11/30	12/5	12/24	B2B: Crisis Management, Guideline Quick View: Local Anesthesia, Regular Article Highlights: Sacral Pressure Injury, Surgical Skin Antisepsis	
February	1/2	1/7	1/24	Pre-Surgical Conference & Expo, Special Report: Leadership, Guideline Quick View: Pneumatic Tourniquet, Highlights: Barcode Information System, Contact Precautions, Surgical Hair Removal	HCP OR & Surgical Conference
March	2/1	2/5	2/22	Ambulatory GE, Highlights: Reprocessing for ASCs, Electronic Documentation, B2B: Fluid Management, Guideline Quick View: Packaging Systems	AORN Global Conference & Expo
April	3/1	3/5	3/22	Oncology GE, Highlights: Radiation Placement, Smoke Evacuation and Cancer, Skin Breakdown, HITEC Procedure, Guideline Quick View: Transmission-based Precautions, GUIDELINE: Design and Maintenance	ASCA Annual Meeting AONE Annual Meeting Readex Ad Study (added value)
May	4/1	4/5	4/23	Infection Prevention GE, Highlights: Anesthesia and Hand Hygiene, Instrument Cleaning and Packaging, B2B: Cauti & Central Line	
June	5/1	5/3	5/22	Post Conference, GUIDELINE: Sterilization, Special Report: Leadership, Highlights: Microbial Barrier Sheath Use in Flexible Endoscopy, Pressure Ulcers, Poster Collection: Patient Handling/Positioning	APIC Annual Conference
July	6/3	6/6	6/24	OB/GYN GE, B2B: OR Flooding, Poster Collection: OR Staff Safety	
August	7/1	7/3	7/24	Special Report: Technology, GUIDELINE: Environment of Care, Highlights: Radiofrequency Technology for RSIs, Tourniquet Use, Poster Collection: Smoke Management/Evacuation	
September	8/1	8/5	8/22	Certification GE, Highlights: Safe Specimen Handling, Nerve Blocks, Cleaning Instruments in CSS, B2B: Staff Bullying, Special Report: Leadership, Poster Collection: Sterilization/Infection Control/High-level Disinfection	OR Manager Conference
October	9/3	9/5	9/24	Elder Care GE, GUIDELINE: Sterile Technique	ANCC National Magnet Conference HCP OR & Surgical Conference
November	10/1	10/4	10/24	B2B: Laser Safety (requires release of the new ANSI standard), Special Report: Leadership, Highlights: Bone Cement Implantation, Remote Video/Audio, Infection Prevention GE	
December	11/1	11/6	11/22	Salary Survey, GUIDELINE: Transmission-based Precautions	

\*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at meetings and conferences are highlighted in blue.

**COVER/PREFERRED POSITION RATES\***

2nd cover	Earned rate plus 50%
3rd cover	Earned rate plus 50%
4th cover	Earned rate plus 80%
Opposite TOC	Earned rate plus 25%
1st right-hand page	Earned rate plus 25%
Opposite preview TOC	Earned rate plus 10%
Cover tips	\$15,000 net
Outserts	\$20,000 net

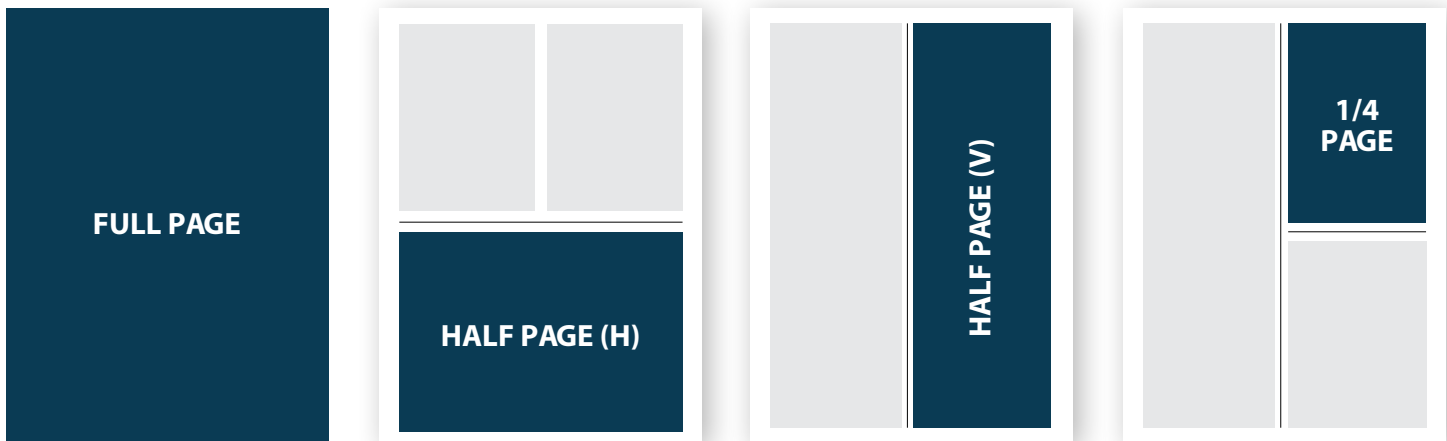
\*Non-cancellable, 10% penalty applied.

**INSERT RATES**

Each leaf will be charged 2 times the B/W earned rate.

**AGENCY COMMISSION: 15%**

All rates are gross. Inserts are billed at the B/W rate times the number of pages.



#### MECHANICAL SPECIFICATIONS

Size	Dimensions
Full page	7-7/8 x 10-3/8"
Full page (bleed)	8-5/8 x 11-1/8"
Spread	15 x 10"
Spread (bleed)	17 x 11-1/8"
1/2 page (vertical)	3-1/2 x 10"
1/2 page (horizontal)	7 x 5"
1/4 page	3-1/2 x 5"
Outsert*	> 8 x 10"
Cover tip*	6 x 8"

Publication trims at 8-1/2 x 10-7/8"; keep live matter 1/4" from trim.  
\*Cannot weigh more than 3 oz.

#### INSERT REQUIREMENTS

2-page insert: 8-5/8 x 11-1/8"  
4-page page insert: 17-1/4 x 11-1/8", furnish folded to 8-5/8 x 11-1/8"

**Trimming:** 1/8" trimmed off top, bottom, gutter, and face. Margin for live matter 1/4" inside all edges of untrimmed insert.  
Full page trims at 8-3/8 x 10-7/8".

**Stock:** 60 lb. minimum, 80 lb. text stock maximum.

**Quantity:** 47,000

#### ELECTRONIC AD SUBMISSION

*AORN Journal* is produced digitally and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Roland Keve at [roland.keve@wt-group.com](mailto:roland.keve@wt-group.com) if the file is under 25 MB.

For larger files or files having trouble being delivered via email, use a 3rd party file sharing service (Hightail is preferred, [www.hightail.com](http://www.hightail.com)). Once uploaded send an email to Roland Keve at [roland.keve@wt-group.com](mailto:roland.keve@wt-group.com).

#### AD MATERIAL DELIVERY ADDRESS

**For insert, outsert, and cover tip ad material:**  
Sheridan/Dartmouth NH (SNH), Attn: Lisa George (*AORN Journal*)  
69 Lyme Road  
Hanover, NH 03755

#### Payments and Credits

AORN does not accept advertising from any client with an outstanding balance in excess of 120 days from date of invoice. Furthermore, all credits issued for advertising placed in AORN publications must be used within 90 days of the date of issue, and that all credits issued in a given year must be applied by January 31st of the next year. For example, all credits issued in 2018 must be requested and applied by January 31, 2019. Any credits not applied as stated here will expire and will no longer be accepted; no exceptions. Credits are not issued automatically and must be requested in writing.

#### Earned Rate Discount

Frequency rates are based on insertion orders submitted. Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated. Clients will be required to remit the difference within 30 days of receipt of invoice.

Advertisers who exceed their contracted frequency are eligible to be re-rated on future advertising placed. No cash rebates are paid if a greater frequency rate is attained over the contracted number.

#### Missed or Incorrect Ads

AORN is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should AORN fail to publish an accepted ad for which an insertion order was received, AORN will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.

#### Insertion Order Requirements

All insertion orders must note the earned frequency rate used, the issue date for material pick-up if requested, any product indications, any direct competitors (company and product), and pages of separation requested from competitors. All insertion orders are to be emailed to [kelley.russell@wt-group.com](mailto:kelley.russell@wt-group.com), [greg.pessagno@wt-group.com](mailto:greg.pessagno@wt-group.com), [roland.keve@wt-group.com](mailto:roland.keve@wt-group.com).

#### Cancellation Policy

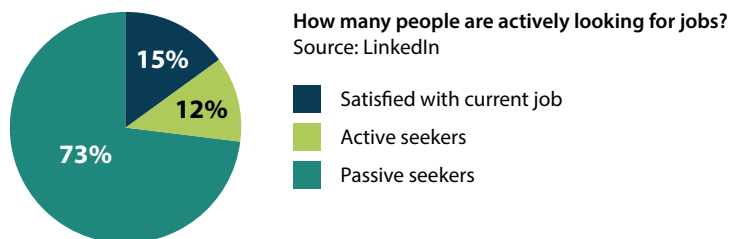
Cancellations may be accepted up to end of day after space closing date.

*AORN Journal* reaches 43,716 experienced perioperative nursing professionals...staff nurses, RNFAs, educators, managers, directors, VPs...all engaged members of AORN who strive for the best in practice, best in execution and best in learning new information to implement strategically and on a daily basis. This is the type of nurse that you want in your perioperative specialty areas. Nurses who make a difference.

## "The *AORN Journal* is the #1 benefit of my membership to AORN"

-AORN members to AORN year over year.

- **85% of nurses surveyed said that while they are not actively looking for a new job, that they would be open if the right opportunity came up.**  
CareerBuilder Study, 2017
- **81% of *AORN Journal* readers say that they read recruitment advertising in the journal each month.**  
Readex Ad Study, April, 2018
- **53% of nurses nationwide said that they would consider moving out of state for a job.**  
Nurse.com Survey, January, 2018
- **Organizations that invest in employer branding are three times more likely to make a quality hire.**  
Brandon Hall, The True Cost of a Bad Hire, September, 2015



- **96% of readers trust *AORN Journal* to provide them with unbiased, evidence-based, accurate information.** (Next closest is AJN with 32%).  
Readex Ad Study, April, 2018
- **According to the April, 2018 Readex Study, the top five topics of interest among AORN members are:**
  1. Infection Control/Prevention
  2. Patient Positioning
  3. Nurse/Staff Safety
  4. Thermoregulation/Temp Management
  5. Smoke Prevention/Evacuation

Every issue of *AORN Journal* contains information about these topics and more. *AORN Journal* readers are seeking out this information and see your recruitment ads interspersed with this award-winning editorial that THEY TELL US THEY ARE READING!

What does this mean for you, the Nursing Talent Acquisition Specialist, the Nurse Recruiter, the HR Business Partner?

By advertising in *AORN Journal* you are reaching both active and passive job seekers who are reading their clinical nursing journal, the one that they trust, that they pay for by belonging to AORN...you are getting your message in front of an audience of engaged, experienced perioperative talent...at least 81% say that they are reading your recruitment ad.

In addition to advertising in the journal, you can reach perioperative nurses with other *AORN Journal* programs... please see pages 5 and 6 for print options and pages 7 and 8 for online/digital options.



**Outserts** are a premium position that offer guaranteed ad exposure. A brochure, sample, or card rides along with the *AORN Journal* polybagged and sent to every AORN member. Outserts may be targeted by practice area, see page 6 for details.

If requested, WTG may provide printing services for an additional cost. Contact a sales representative for an estimate.

**RATES\***

Quantity	Cost
20,001 to 42,000	\$20,000 net/month
10,001 to 20,000	\$15,000 net/month
1 to 10,000	\$10,000 net/month

\*Artwork is to be provided by space closing date to insure approval by AORN prior to printing

**MECHANICAL SPECIFICATIONS**

Outsert may be no larger than 8 x 10". Outserts weighing more than three ounces will incur additional postage cost. Contact a sales representative for more information.

**AD MATERIAL DELIVERY ADDRESS**

**For insert, outsert, and cover tip ad material:**  
 Sheridan/Dartmouth NH (SNH)  
 Attn: Lisa George (*AORN Journal*)  
 69 Lyme Road  
 Hanover, NH 03755



Use your company's **White Paper** educational pieces as an outsert. Support the placement with banner advertising on the *AORN Journal* web site ([www.aornjournal.com](http://www.aornjournal.com)) at a low rate. White paper/outsert may be targeted by practice area, see page 6 for details.

If requested, WTG may provide printing services for an additional cost. Contact a sales representative for an estimate.

**RATES\***

Quantity	Cost
20,001 to 42,000	\$20,000 net/month
10,001 to 20,000	\$15,000 net/month
1 to 10,000	\$10,000 net/month

\*White paper is to be provided by space closing date to insure approval by AORN prior to printing

**MECHANICAL SPECIFICATIONS**

White paper may be no larger than 8 x 10". Outserts weighing more than three ounces will incur additional postage cost. Contact a sales representative for more information.

**AD MATERIAL DELIVERY ADDRESS**

**For insert, outsert, and cover tip ad material:**  
 Sheridan/Dartmouth NH (SNH)  
 Attn: Lisa George (*AORN Journal*)  
 69 Lyme Road  
 Hanover, NH 03755



Drive awareness with a **Cover Tip** on the cover of *AORN Journal*. Cover tips are available on each issue of the Journal. Cover tip may be targeted by practice area, see page 6 for details.

If requested, WTG may provide printing services for an additional cost. Contact a sales representative for an estimate.

**RATES\***

Quantity	Cost
20,001 to 42,000	\$15,000 net/month
10,001 to 20,000	\$12,000 net/month
1 to 10,000	\$10,000 net/month

\*Cover tip is to be provided by space closing date to insure approval by AORN prior to printing

**MECHANICAL SPECIFICATIONS**

Cover tips may be no larger than 6 x 8". Cover tips weighing more than three ounces will incur additional postage cost. Contact a sales representative for more information.

**AD MATERIAL DELIVERY ADDRESS**

**For insert, outsert, and cover tip ad material:**  
 Sheridan/Dartmouth NH (SNH)  
 Attn: Lisa George (*AORN Journal*)  
 69 Lyme Road  
 Hanover, NH 03755



**AORN EXPO Posters by Topic** will be featured in *AORN Journal* issues following the meeting. The majority of AORN Members are not able to attend the annual meeting and will not benefit from the insight offered in poster section.

The information provided in the accepted posters are the result of in situ experience and provide recommendations for nearly every aspect of the perioperative arena. Advertisers have the opportunity to support this special section with advertising which is interspersed among the poster editorial.

Poster editorial is available upon request and positioning within the poster section is also available.

**RATES**

Regular rates apply, see [page 2](#).

**FEATURED TOPICS**

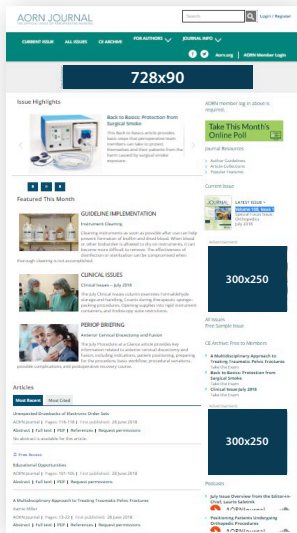
Issue	Topics
June	Patient Handling/Positioning
July	OR Staff Safety
August	Smoke Management/Evacuation
September	Sterilization/Infection Control/ High Level Disinfection

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full page	7-7/8 x 10-3/8"
Full page (bleed)	8-5/8 x 11-1/8"
Spread	15 x 10"
Spread (bleed)	17 x 11-1/8"
1/2 page (vertical)	3-1/2 x 10"
1/2 page (horizontal)	7 x 5"
1/4 page	3-1/2 x 5"

Publication trims at 8-1/2 x 10-7/8", keep live matter 1/4" from trim.  
\*Cannot weigh more than 3 oz.





The **AORN Journal website** ([www.aornjournal.org](http://www.aornjournal.org)) offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**Visitors:** 24,895 unique per month  
 \*Adobe Analytics website traffic report, January-May 2018

**RUN OF SITE (ROS) RATES**

Position	CPM
Leaderboard	\$85
Box	\$85

**MECHANICAL SPECIFICATIONS**

Leaderboard	728x90 pixels	50KB limit
Box	300x250 pixels	

**REQUIRED FILES**

Advertisers must provide one of the following file formats: static image (JPG/GIF) with click-through URL, third party tag, or HTML5.



**Enhanced PDFs** deliver your marketing message with an exclusive full page advertisement on a cover page added to each article downloaded from the *AORN Journal* website with links and measurable click throughs. Exclusive Placement-One advertiser per month.

**Average article downloads:** 8,000 per month  
**Click-through rate:** 1.00%

**RATES**

\$7,500 net/month

**MECHANICAL SPECIFICATIONS**

Full page 1237x1631 pixels

**REQUIRED FILES**

JPG Image file only at 150dpi. File size must be under 1MB. No animation or embedded video allowed. No 3rd party serving or tracking allowed.



**AORN Journal Featured Topic Email Alerts** allow advertisers to choose a topic which content is then generated for by AORN and sent to AORN member eTOC subscribers. Only one advertiser's ad(s) will appear with the content. This is an exclusive opportunity to sponsor the content with a targeted message to AORN members. Only nine Featured Topic Email Alerts will be sent per year. Each Email Alert offers multiple banners.

**Total sent:** 40,000 members per issue

**EMAIL RATES**

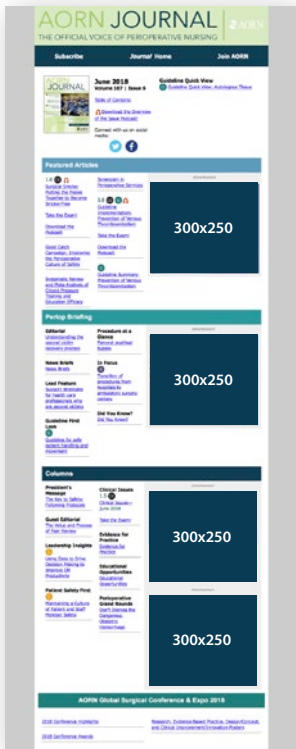
Position	Cost (per issue)
1st Box	\$5,000 net
2nd Box	
3rd Box	

**MECHANICAL SPECIFICATIONS**

Box 300x250 pixels 50KB limit  
 \*Supply up to three ads.

**REQUIRED EMAIL FILES**

JPG, static GIF, Click-through URL. No Rich Media can be accepted.



The **AORN Journal Email Issue Alerts** reach all *AORN Journal* subscribers. This information-rich environment for high-impact exposure to readers who are interested in perioperative topics.

**Total sent:** 40,000 members per issue

**Open rate:** 30.24%

**EMAIL RATES**

Position	Cost (per issue)
1st Box	\$2,500 net/position
2nd Box	
3rd Box	
4th Box	

**CLOSING DATES**

Issue	Space/Material	Sends
Jan	12/15	1/3
Feb	1/15	2/4
Mar	2/15	3/4
Apr	3/15	4/1
May	4/15	5/6
Jun	5/15	6/3
Jul	6/15	7/1
Aug	7/15	8/5
Sep	8/15	9/3
Oct	9/15	10/1
Nov	10/15	11/4
Dec	11/15	12/3

**MECHANICAL SPECIFICATIONS**

Box	300x250 pixels	50KB limit
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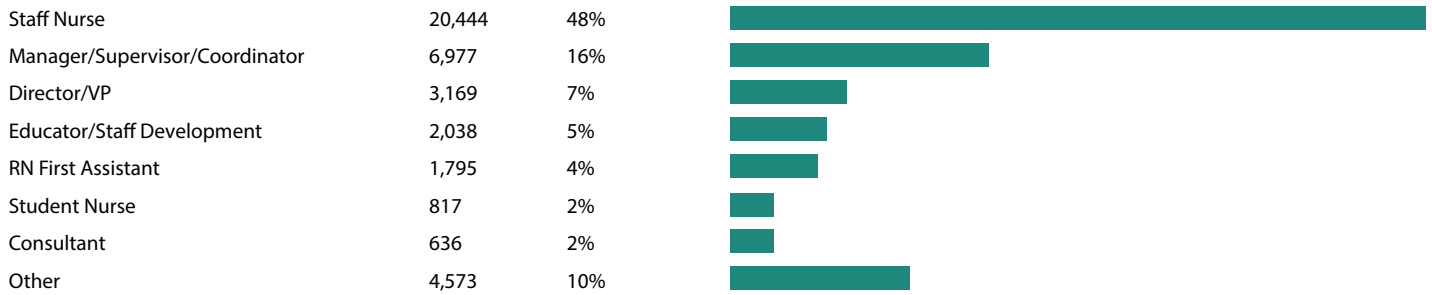
**REQUIRED EMAIL FILES**

JPG, static GIF, Click-through URL. No Rich Media can be accepted.

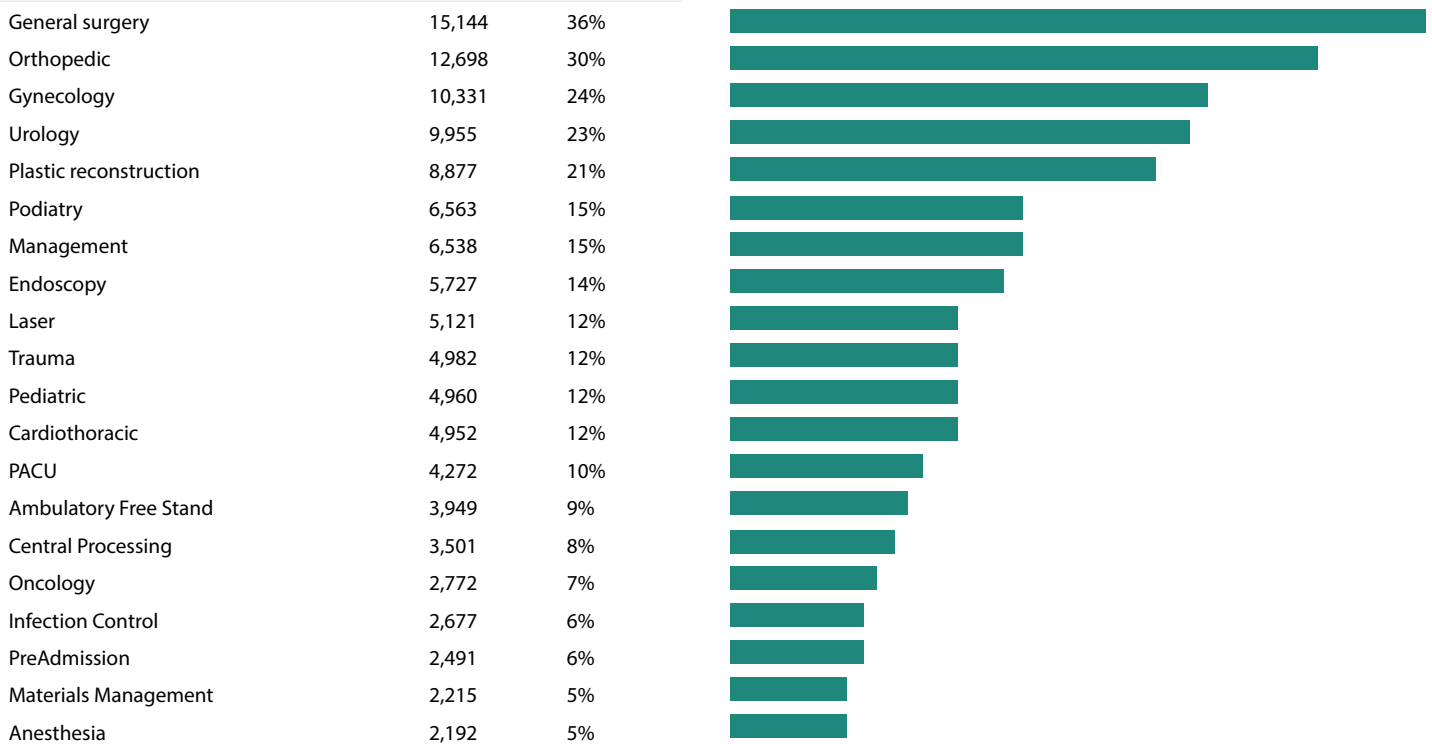


AORN members work in hospitals, ambulatory surgery centers, and in physician offices across the United States and around the globe. They are vice presidents, directors, managers, staff, educators, and specialty trained healthcare professionals. Some facilitate the management, teaching, and practice of perioperative nursing; others are enrolled in nursing education or engaged in research. They specialize in a variety of practice areas. All are engaged in their profession and strive toward a shared goal of safety and optimal outcomes for any operative or invasive procedure.

### TOP JOB FUNCTIONS\*



### TOP PRACTICE AREAS\*



\*AORN member demographics, July 2017.



The findings below are from the companion questionnaire included as part of the ad effectiveness study by Readex Research for *AORN Journal* in conjunction with its April 2018 Issue.

Readex Research is a nationally recognized independent research company located in Stillwater, MN. Its roots are in survey research for the magazine publishing industry, but specializing in conducting high-quality survey research (mail and /or the Internet) has brought clients from many other markets. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of clients.

All advertisements in the April 2019 issue of *AORN Journal* will be studied. Readers will evaluate each ad on its visual appealingness, easiness to read, the information offered, and the communication of benefits. Readers will also rate the overall effectiveness and provide comments on the what they thought the ad could do differently to better communicate with them.

On Target Scores are Reported Using Indexing. For each question, the average score across all ads studied in this issue will be calculated, and a set to a value of 100. Results from each ad will be presented as an indexed score, relative to the average, to allow for easy comparisons (greater than 100 represents above average performance, less than 100 represents below average performance). Indexing will also show the magnitude of difference between a given ad and the issue average.

### INTEREST IN TOPICS

	Strong	Some	Total	
Infection Prevention	84%	36%	100%	
Thermoregulation	50%	47%	97%	
Smoke Prevention /Evacuation	59%	37%	96%	
Patient Positioning	82%	17%	100%	
Scrubs/Headgear/Safety Glasses	45%	51%	96%	
Online Degree Programs	21%	39%	60%	
Liability Insurance	11%	45%	57%	
Skin Markers	20%	60%	80%	
Endoscope Reprocessing	34%	40%	75%	
Instrument Trays/Container Sys	36%	47%	83%	
Nursing/Staff Safety	90%	9%	99%	

\*Percentages reflect response rate.

### SOURCE FOR NEW PRODUCT INFORMATION

AORN Journal	97%	
OR Manager	36%	
OR Today	31%	
American Journal of Nursing	29%	
Outpatient Surgery	29%	
Infection Control Today	20%	
American Nurse Today	17%	
Nurse.com	17%	
American Journal of Infection Control	34%	
Advances for Nurses	10%	
Journal of PeriAnesthesia Nursing	9%	
Healthcare Purchasing News	9%	
Nursing Management	9%	
Nursing 2018	8%	
Surgical Products	6%	
Surgery News	3%	
SurgiStrategies	3%	

### PUBLICATIONS BY LEVEL OF TRUST

AORN Journal	96%	
American Journal of Nursing	32%	
OR Manager	27%	
American Journal of Infection Control	20%	
OR Today	18%	
Outpatient Surgery Magazine	16%	
Infection Control Today	16%	
Journal of PeriAnesthesia Nursing	13%	
American Nurse Today	10%	
Nursing Management	9%	
Nurse.com	8%	
Nursing 2018	8%	
Advances for Nurses	7%	
Healthcare Purchasing News	4%	
Surgery News	4%	
Surgical Products	2%	
SurgiStrategies	1%	