



The **American Association of Critical-Care Nurses (AACN)** is the world's largest specialty nursing organization. AACN joins the interests of more than 550,000 progressive and critical care nurses who care for critically ill patients and their families, and serves more than 250,000 constituents of whom more than half are members and certificants. NTI advertising opportunities provide an effective and affordable medium to promote your presence to attendees and drive traffic to your booth in Denver, CO.

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Contacts

Publishing office
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Advertise in **NTI Voices**, the official Conference Daily newspaper of the National Teaching Institute & Critical Care Exposition®, for maximum exposure.

NTI Voices is the official newspaper of the AACN's annual conference and trade show. Available in print and digital format, NTI Voices delivers the latest news each morning to the critical care and acute care nurses in attendance.

NTI Voices content includes valuable continuing education articles, program updates and session coverage, and more! Two unique printed/digital issues will be distributed in Denver (Sun/Mon & Tues/Wed) with a digital only edition available to attendees on Thursday.

**DIGITAL
+ PRINT
ONE LOW
PRICE**

Issues: May 20-23, 2024

Location: Colorado Convention Center, Denver, CO

RUN OF BOOK (ROB) RATES

Size	4C
Full page	\$7,500 net
1/2 page	\$4,750 net
1/4 page	\$2,500 net

PREMIUM POSITION RATES

Position	Cost
Front page banner	\$5,000 net*
Cover tip (supplied)	\$7,500 net/issue or \$12,000 net/excl.

*Per issue. Two issues available.

RECRUITER OPPORTUNITIES



NTI Voices Career & Education Directory

is a section within NTI Voices just for recruitment advertisers and universities promoting their educational programs. All ads for recruitment and educational facilities will be placed in this section and receive a 30 day job posting on the AACN Career Center.

To reserve space, contact Anne Green at anne.green@wt-group.com.

RECRUITMENT ROB RATES

Size	4C
Full page	\$4,250 net
1/2 page	\$3,650 net
1/4 page	\$2,250 net

CLOSING DATES

Space	Material
4/10	4/20

PRINT MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Full page	11-1/4 x 14-1/4"	10 x 13"
1/2 page (horizontal)	11-1/4 x 6-3/4"	10 x 6"
1/2 page (vertical)	5-5/8 x 14-1/4"	5 x 13"
1/4 page	—	4-11/16 x 5-7/8"
Front page banner	10-1/2 x 2-3/8"	—
Cover tip (supplied)	6-1/4 x 9-1/4"	5-1/2 x 8-1/2"

Publication trims at 11x14", keep live matter 1/2" from trim.

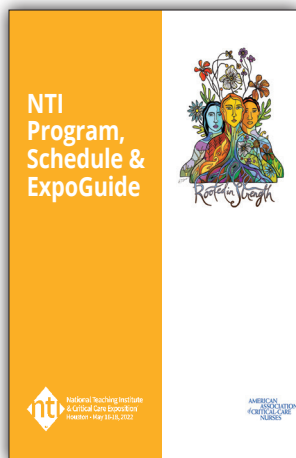
ELECTRONIC AD SUBMISSION

Publication is produced offset 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 Karen Burkhardt at karen.burkhardt@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (e.g. Hightail, Dropbox). Once uploaded, send an email to Karen Burkhardt.

AD MATERIAL DELIVERY ADDRESS

For cover tip materials:
Sheridan Press
Attn: Tim Gates (Journal, issue date, quantity)
69 Lyme Road
Hanover, NH 03755



The **NTI Program & ExpoGuide** is used by 5,000+ influential nurse attendees to navigate the conference. Containing valuable information including conference-at-a-glance, daily program and ExpoEd schedules, a list and description of NTI exhibitors, and more, the NTI Program & Expo Guide accepts advertising exclusively from NTI exhibitors.

Each nurse attendee receives a copy of the NTI Program & Expo Guide in the official NTI participant bag distributed at registration/check-in.

Distribution: All registered attendees.

RUN OF BOOK (ROB) RATES

Size	4-color
Full page	\$5,250 net
1/2 page	\$2,950 net
1/4 page	\$1,450 net

PREMIUM POSITION RATES

Position	4-color
Cover 2	\$6,250 net
Cover 3	\$5,750 net
Cover 4	\$6,750 net

CLOSING DATES

Space	Material
3/25	4/3

MECHANICAL SPECIFICATIONS

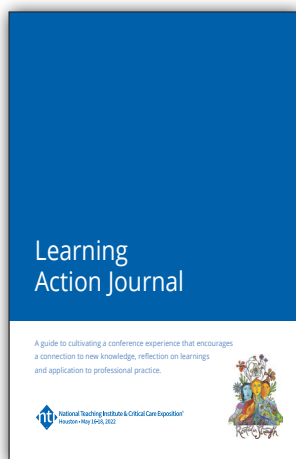
Size	Dimensions (bleed)	Dimensions (non-bleed)
Full page	8-3/4 x 11-1/8"	7 x 10"
1/2 page (h)	—	7 x 4-3/4"
1/2 page (v)	—	3-1/4 x 9-5/8"
1/4 page	—	3-1/4 x 4-1/2"

Publication trims at 8-1/2 x 10-7/8". Keep content in 7-3/4 x 10-1/4" live area for a full page.

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The **NTI Learning Action Journal** is an all-in-one notebook to record and reflect on their conference learning journey. When nurse attendees return to their hospital/unit, they share their notes with their nurse colleagues. Journals will be distributed in official NTI participant bags provided at registration/check-in.

Distribution: All registered attendees at registration.

PREMIUM POSITION RATES*

Position	4-color
Cover 2	\$5,750 net
Cover 3	\$5,250 net
Cover 4	\$6,250 net

CLOSING DATES

Space	Material
3/25	4/3

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)
Full page	8-3/4 x 11-1/8"

Publication trims at 8-1/2 x 10-7/8". Keep content in 7-3/4 x 10-1/4" live area for a full page.



The **NTI Resource Folder** contains product literature/promotional materials and delivers them to NTI nurse attendees. Maximize your visibility to your target audience and generate more traffic for your exhibit booth than ever before by participating.

Distribution: Included in the official NTI participant bag distributed to attendees at registration.

RATES

Position	Cost
1 insert	\$4,750 net

CLOSING DATES (APPROXIMATE)

Space	Inserts due
4/1	4/15

MECHANICAL SPECIFICATIONS

Inserts must be printed material only. Standard inserts are limited to a maximum size of 8-1/2 x 11" and max weight of 4 ounces. Due to weight and bulk of magazines, newspapers and other publications, distribution will not be permitted.

INSERT DELIVERY ADDRESS

Mittera Chicago
Attn: John Hamilton (NTI Resource Folder)
5656 McDermott Drive
Berkeley, IL 60163



The **NTI Participant Map** is the complete guide to the National Teaching Institute & Critical Care Exposition detailing the location of meeting rooms, the Expo Hall, and food outlets within the convention center. Used daily by nurse attendees throughout NTI, the Participant Map is included in the official NTI participant bag distributed at registration/check-in.

Limited to one sponsor with logo featured on the front of the map and booth location/number highlighted within the map using the provided logo.

Distribution: All registered attendees at registration.

DISPLAY RATES

Position	Cost
Supporter	\$14,995 net

CLOSING DATES

Space	Material
3/25	4/3



The **NTI Exhibit Floorplan & Locators Sponsorship** is a map dedicated to the Expo Hall showing the location of all booths with a list of all exhibitors and booth numbers. Utilized heavily by nurse attendees during expo hours, the Exhibit Floorplan & Locator is included in the official NTI participant bag distributed at registration/check-in.

Limited to one sponsor, with a booth location/number highlighted with your logo on the floorplan map and on all four Exhibitor Locators positioned in key locations around the Expo Hall.

Distribution: All registered attendees at registration.

DISPLAY RATES

Position	4-color
Highlighted listing	\$14,995 net

CLOSING DATES

Space	Material
3/25	4/3



National Teaching Institute & Critical Care Exposition

LEADERBOARD 728x90 BANNER



Another Fantastic NTI!

Thank you to all who attended for an amazing week of learning and inspiration. We hope you've returned home recharged and enthusiastic to share your experience and new knowledge with your colleagues. If you weren't able to join us, explore #NTI2022 on the AACN Instagram page: @exceptionalnurses. Peek behind-the-scenes in AACN's Instagram Stories, check out the excitement at the Critical Care Exposition and be inspired by the colorful and dramatic images and photos that your fellow nurses shared all week long.

[Read More >](#)MIDDLE
250x250
BANNERMIDDLE
250x250
BANNERWalking in the Shoes of
Others: Town Hall
Encourages Collaboration

From maintaining an environment of psychological safety to reducing the gap in understanding between nurses and financial decision-makers, the AACN Community Forum – Nurse to Nurse Town Hall tackled a variety of topics.

[Read More >](#)Congratulations to Our
2022 Award Recipients

AACN's award programs recognize acute and critical care professionals for their exemplary contributions and excellent care of patients and families. Please join us in congratulating the following recipients.

[Read More >](#)BOX AD
300x250
BANNER

FEATURED SPONSOR LINKS

LOWER
250x250
BANNERLOWER
250x250
BANNERAMERICAN ASSOCIATION
of CRITICAL-CARE NURSES

NTI Voices Newswire emails are available to reach attendees during the in-person and virtual NTI events. The NTI Voices Newswire emails feature important conference information and daily highlights. Secure space to promote your presence in the Expo Hall and support the virtual event.

13 EMAILS
One Low Price!!

Pre-conference sends: 1,000 - 5,000 registered attendees

During conference sends: All registered attendees

Post-conference sends: 223,000+ members and registered attendees

Virtual Pre-conference sends: 1,000 - 3,000 registered attendees

Featured Sponsor Links allow **recruiters** to place one link on each email package to generate traffic to a destination URL.

EMAIL RATES

Package	Cost**
Recruitment Link + 90 days on Career Center	\$4,500 net

REQUIRED FILES

Advertisers must provide text and a URL.

Banner advertising appears in two rows of two 250x250s, for a total of four ads in the NTI Voices Newswire emails.

EMAIL RATES

Packages		
Leaderboard 728x90*	SOLD	\$8,000 net
Middle 250x250^	SOLD	\$6,750 net
Box Ad 300x250*		\$5,750 net
Lower 250x250^		\$5,250 net

*Exclusive to one advertiser.

^Limited to two advertisers per position.

MATERIAL DEADLINES

Package	Materials	Sends
Pre-conference	7 days prior	3/25, 4/8, 4/22 & 5/6*
During conference	5/10	5/20, 5/21, 5/22 & 5/23
Post-conference	5/25	6/3*
Virtual Pre-conference	4/10	4/29, 5/13 & 5/27*
Virtual during conference	5/25	6/10*

* Sent the "week of" date

MECHANICAL SPECIFICATIONS

250x250, 300x250 and 728x90 pixels 50 KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF and a click-through URL. No third-party tags are accepted.

Advertising Policies

Acceptance of Advertising

All advertising is subject to approval by AACN. Publisher reserves the right to refuse any advertising at any time.

Agency/Advertiser Requirements

No contract will be held without a signed insertion order. Orders must include the flight dates and special instructions.

AACN reserves the right to approve all ad creatives that will run on any AACN web site. AACN reserves the right to reject any creative that does not follow AACN's specifications.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

Earned Rate Discount

Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full-page and fractional pages count as single insertions. Each page of an insert counts as one insertion.

Extensions

If an extension date for material is agreed upon and ad material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.

Cancellations

All contracts are non-cancellable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

Disposition of Material

Ad material will be held one year from the date of last insertion and then destroyed.

Publisher Liability

The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accident or any circumstances beyond the Publisher's control.

Indemnification of Publisher

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the periodical, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

Billing Policy

Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

Payment

WTG accepts ACH, checks and credit cards. If paying with a VISA or MasterCard credit card, a 3% surcharge will be added. If paying with an American Express credit card, a 4% surcharge will be added.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

