



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. AACN, established in 1969, has grown along with the significance of progressive and critical care nurses.

Patients and their families rely on nurses at the most vulnerable times of their lives. Progressive and critical care nurses rely on AACN for expert knowledge and the influence to fulfill their promise to patients and their families. AACN drives excellence because nothing less is acceptable.

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Both AJCC and CCN are members of the following organizations or have received the following awards:



Maggie
AWARDS

STM Member



The **American Journal of Critical Care (AJCC)** is AACN's preeminent peer-reviewed publication for communicating advances in critical care research. With an emphasis on promoting interprofessional practice, AJCC publishes original clinical and health service research that can improve patient care, inform evidence-based practice and health care delivery, and provide continuing education for the interdisciplinary critical care team. Published bimonthly, AJCC reaches more than 125,000+ progressive and critical care nurses—the largest multidisciplinary audience of any critical care research publication.

Frequency: Bimonthly (odd months)

Circulation: 125,000+

Critical Care Nurse (CCN) is a peer-reviewed clinical journal for nurses involved in the direct care of critically ill patients. Published six times a year, it is an official publication of AACN. Because of its editorial excellence, CCN is the evidence-based clinical journal trusted by staff nurses, nurse educators, and nurse managers. The circulation of CCN is more than 125,000+ readers, offering the greatest reach of any progressive and critical care nursing publication on the market.

Frequency: Bimonthly (even months)

Circulation: 125,000+



RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$9,085	\$5,510	\$4,390
3x	\$8,925	\$5,410	\$4,310
6x	\$8,710	\$5,345	\$4,280
12x	\$8,570	\$5,280	\$4,205
18x	\$8,510	\$5,205	\$4,145
24x	\$8,460	\$5,140	\$4,090
36x	\$8,410	\$5,055	\$4,040
48x	\$8,355	\$5,015	\$3,995

RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$10,980	\$7,405	\$6,285
3x	\$10,820	\$7,305	\$6,205
6x	\$10,605	\$7,240	\$6,175
12x	\$10,465	\$7,175	\$6,100
18x	\$10,405	\$7,100	\$6,040
24x	\$10,355	\$7,035	\$5,985
36x	\$10,305	\$6,950	\$5,935
48x	\$10,250	\$6,910	\$5,890

COVER/PREMIUM POSITION RATES

Cover 2	Earned rate plus 25%
Cover 3	Earned rate plus 15%
Cover 4	Earned rate plus 50%
Opposite TOC	Earned rate plus 15%
Opposite masthead	Earned rate plus 15%
Cover tip (supplied)	\$20,000 net

CLOSING DATES*

Issue Date	Journal	Space	Material	Inserts
January	AJCC	11/17	11/24	11/28
February	CCN	12/22	12/29	12/29
March	AJCC	1/23	1/26	1/27
April	CCN	2/19	2/23	2/27
May	AJCC	3/15	3/25	3/27
June	CCN	4/21	4/28	4/28
July	AJCC	5/20	5/24	5/25
August	CCN	6/19	6/26	6/26
September	AJCC	7/19	7/26	7/28
October	CCN	8/16	8/23	8/25
November	AJCC	9/15	9/21	9/25
December	CCN	10/18	10/24	10/27

*Cancellations cannot be accepted after the space reservation date. Copy is final one week before the space closing date. Issues distributed at meetings and conferences are highlighted.

BONUS DISTRIBUTION

Meetings	Dates*	Location	Journal/Issue
SCCM Annual Congress	Jan 21-23	Phoenix, AZ	AJCC, January CCN, February
ANPD Annual Convention	Apr 9-12	Chicago, IL	CCN, February AJCC, March
NSNA Annual Convention	Apr 3-9	Orlando, FL	CCN, February AJCC, March
AONL Conference	Apr 8-11	New Orleans, LA	CCN, February AJCC, March
NTI & Critical Care Expo	May 19-22	Denver, CO	CCN, April AJCC, May

*Only distributed at live meetings. Event dates are subject to change when meetings are cancelled or rescheduled.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	15-1/4 x 10"	14 x 10"
1 page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horizontal)	8-3/8 x 5-1/2"	7 x 4-7/8"
1/2 page (vertical)	4-1/4 x 11-1/8"	3-3/8 x 10"
1/4 page	—	3-3/8 x 4-7/8"
Cover tip*	5 x 7-1/2 minimum 8 x 7-3/4 maximum	—

Publication trims at 8-1/8 x 10-7/8", bleed is 1/8", keep live matter 1/2" from trim.

*Cover tip stock: 100 lb. text.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	8-7/16 x 11-1/8"
4-page insert (supply folded)	8-7/16 x 11-1/8"

Stock: 2-page, 70 lb. coated minimum, 80 lb. coated maximum. 4-page, 60 lb. coated minimum, 70 lb. coated maximum.

Bleed: outside and foot trim bleed 1/8"; binding edge bleed 1/8"; head bleed 1/8". BRCs need 1/2" margin from edge of grind to vertical perf. Journals jog to the head.

Quantity: Contact sales representative.

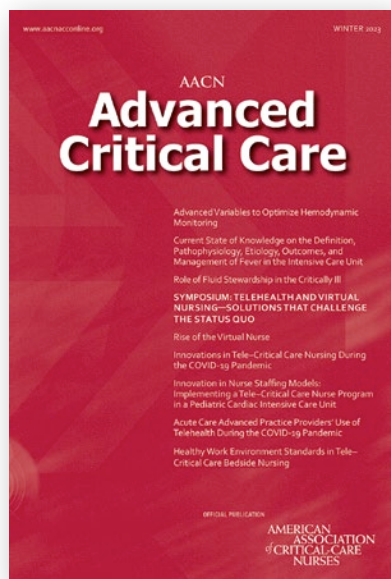
ELECTRONIC AD SUBMISSION

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 insert/outsert material:
 Quad Graphics
 Attn: Press [journal title, issue date, quantity]
 N61 W23044 Harry's Way
 Sussex, WI 53089-3995
 CE-PUBSERVICE@quad.com
 (414) 566-2645



AACN Advanced Critical Care is a peer-reviewed publication of in-depth articles intended for experienced progressive and critical care clinicians at the bedside, advanced practice nurses, and clinical and academic educators. Each issue includes a topic-based symposium, feature articles, and columns of interest to critical care and progressive care clinicians. Select articles feature opportunities to earn CE contact hours. Select "Drug Update" columns feature pharmacology-based CE contact hours.

Frequency: Quarterly

Mail class: Poly-bagged, periodicals postage.

Circulation: 1,600

AACN Advanced Critical Care is a member of the following organizations or has received the following awards:



STM Member



COVER/PREMIUM POSITION RATES

Cover 2	\$3,865 net
Cover 3	\$3,310 net
Cover 4	\$4,965 net
Cover tip (printed)	\$10,145 net

CLOSING DATES*

Issue Date	Space	Material
Spring	1/25	2/3
Summer	4/26	5/3
Fall	7/26	8/1
Winter	10/25	11/1

*Cancellations cannot be accepted later than one week after space reservation. Copy is final one week before the closing date for space. Issues distributed at meetings and conferences are highlighted.

BONUS DISTRIBUTION

Meetings	Dates*	Location	Journal/Issue
SCCM Annual Congress	Jan 21-23	Phoenix, AZ	Winter
ANPD Annual Convention	Apr 9-12	Chicago, IL	Spring
NSNA Annual Convention	Apr 3-9	Orlando, FL	Spring
AONL Conference	Apr 8-11	New Orleans, LA	Spring
NTI & Critical Care Expo	May 19-22	Denver, CO	Spring

*Only distributed at live meetings. Event dates are subject to change when meetings are cancelled or rescheduled.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
1 page	6-7/8 x 10-1/8"	5-1/2 x 8-3/4"
Cover tip	6-3/4 x 7"	—

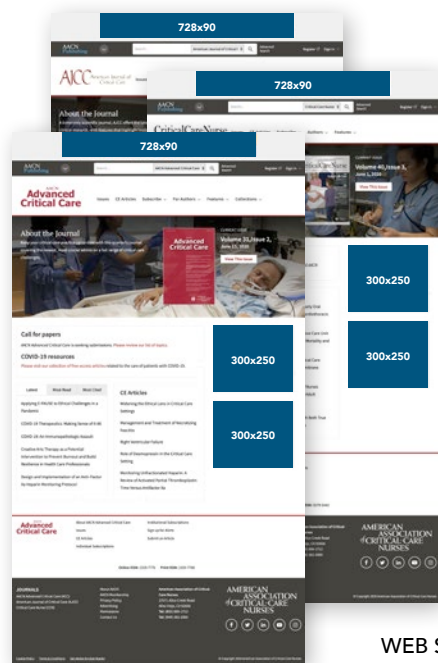
Publication trims at 6-5/8 x 9-7/8", bleed is 1/8", keep live matter 1/2" from trim.

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.

Website advertising



The **AACN Journal Websites** offer full-text HTML and PDF versions of all articles in *AJCC*, *CCN*, and *AACN Advanced Critical Care* (ACC). Ads appear on all three journal websites and on all pages including full-text articles from the print editions. Sites are responsive to mobile (including tablets) and smartphones, adjusting to the user's screen.

Estimated total number of impressions per 20% share is **30,000** for a campaign using all ad positions (728x90, 300x250, and 320x50) over the course of a full month. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign.

For internationally targeted campaigns, contact the sales representative.

Combined average page views: **142,887 per month***

Combined average unique visitors: **60,744 per month***

*Averages based on metrics reported by Google Analytics (May 2022 to Oct 2022).

WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 20% shares. Contracts are invoiced on the first of the month impressions are served. Contracts are non-cancellable.

Contract Length	SOV	Cost
Monthly	20%	\$4,000 net

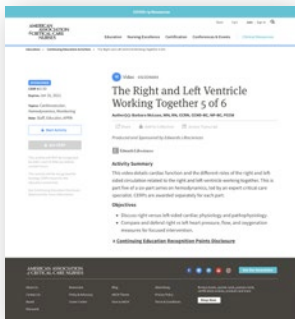
MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels (mobile-only)	100 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.



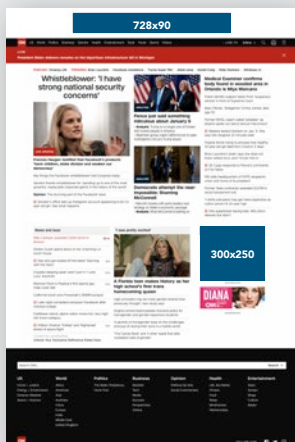
AACN Online Sponsored Content offers industry sponsors the opportunity to connect with AACN's combined audience of 250,000+ members and other nurse constituents with your content that awards CERP. Providing critical care nurses valuable content on clinically relevant disease states in order to improve patient care, the content will be available for six months with renewal options on AACN.org.

WEBSITE RATES

Contract Length	Cost
6 months	\$20,000 (less than \$3,400/mo)

REQUIRED EMAIL FILES

Advertisers must provide a high-resolution PDF or MP4 video. Videos may be from 15 to 60 minutes in length.



AACN Website Retargeting enables advertisers to remind AACN members of products/services after they leave AACN's websites. Ads will be served to AACN members who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with AACN members on other sites that they visit. The average CTR for retargeted ads is ten times higher than regular display ads.*

*Source: I-Com Retargeting Study 2019-2020

WEB SITE RATES

Retargeted	\$165 CPM
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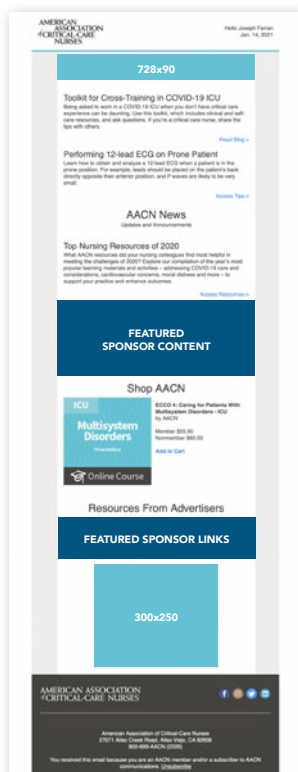
REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160x600 pixels	200 KB limit
320x50 pixels (mobile-only)	100 KB limit



The **AACN CriticalCare Newsline Emails** are sold in two consecutive week blocks: the first Thursday 260,000+ staff nurses contains clinical articles for critical-care nurses. The second Thursday of the block is split into two mailings with relevant content to recipients' needs: 34,000 nurse leaders and 12,000 advanced practice nurses.

Open rate: 60%

Banner Advertising appears at the top and bottom of each email.

EMAIL RATES

Position	Cost
728x90	\$5,000 net per block*
300x250	\$3,250 net per block**

*When advertisers buy 4 or more blocks of 728x90 banners, the cost will be prorated to \$4,250 net per block.

**When advertisers buy 4 or more blocks of 300x250 banners, the cost will be prorated to \$2,750 net per block.

CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

REQUIRED EMAIL BANNER FILES

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

Featured Sponsor Links allow advertisers to place a link on each email to generate traffic to a destination URL. Up to four links are available per block.

EMAIL RATES

Position	Cost
Featured sponsor link	\$1,500 net per block

REQUIRED FILES

Advertisers must provide text limited to 40 characters and a URL.

Featured Sponsored Content gives advertisers the opportunity to place approved content adjacent to AACN's content.

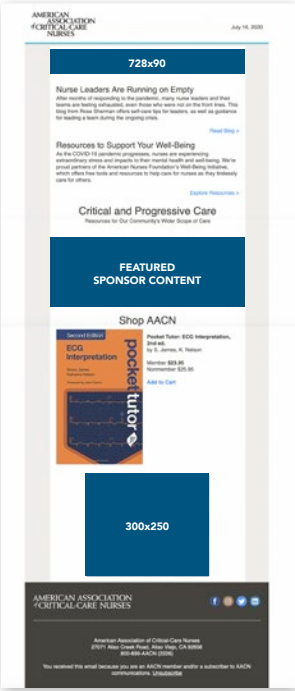
EMAIL RATES

Position	Cost
Featured sponsor link	\$3,500 net per block*

*When advertisers buy 4 or more blocks of featured sponsor links, the cost will be prorated to \$3,000 net per block.

REQUIRED FILES

Advertisers must provide headline text limited to 40 characters, article text limited to 256 characters, call-to-action text limited to 2 words, and a URL.



The **AACN CriticalCare Newsline Quarterly Emails** are sent twice quarterly, with each email per quarter being sent to alternating audiences. The first email (Peds/Neo) is sent to NICU and PICU nurses who have opted to receive the AACN Newsline specific to their critical care practice areas of pediatric and neonatal nursing. The second email (Progressive care) is deployed to opt-in telemetry/progressive care nurses who work in step-down and transitional units. This eNewsletter provides clinical content relative to bedside nurses providing direct patient care in this specialty area.

Open rate: 80%

Banner Advertising appears at the top and bottom of each email.

PEDS/NEO EMAIL RATES

Position	Sends	Cost
728x90	13,000	\$2,000 net per send
300x250		\$1,150 net per send

PROGRESSIVE CARE EMAIL RATES

Position	Sends	Cost
728x90	38,000	\$2,000 net per send
300x250		\$1,150 net per send

CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

REQUIRED EMAIL BANNER FILES

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

Featured Sponsor Links allow advertisers to place a link on each email to generate traffic to a destination URL. Up to four links are available per send.

EMAIL RATES

Position	Cost
Featured sponsor link	\$800 net per send

REQUIRED FILES

Advertisers must provide text limited to 40 characters and a URL.

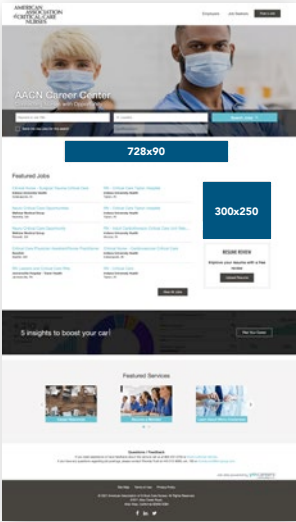
Featured Sponsored Content gives advertisers the opportunity to place approved content adjacent to AACN’s content.

EMAIL RATES

Position	Cost
Featured sponsor link	\$2,500 net per send

REQUIRED FILES

Advertisers must provide headline text limited to 40 characters, article text limited to 256 characters, call-to-action text limited to 2 words, and a URL.



The **AACN Career Center** (aacncareercenter.org) is the official job board of the American Association of Critical-Care Nurses.

Post your jobs on AACN’s official career center for a vital connection to progressive and critical care nurses. Designed as a comprehensive career resource for nurses of all levels, the AACN Career Center enables you to immediately post a position and find the most qualified candidates.

All classified ads must be prepaid.

SINGLE JOB POSTING RATES

Contract length	Cost
30 days	\$520
60 days	\$730

BANNER AD RATES

Position	Contract length	Cost
728x90	30 days	\$1,500
300x250	30 days	\$1,000

FEATURED JOB POSTING PACKAGE RATES

Job is featured on the AACN Career Center home page, remains high in search results, and is highlighted to stand out from other postings.

Contract length	Cost
30 days	\$770
60 days	\$1,230

DISCOUNT PACKAGES

By purchasing packages of single listings advertisers can take advantage of savings of up to 25%.

Contract length	Cost
5-pack single listings	\$2,340
10-pack single listings	\$4,420
25-pack single listings	\$9,750

PREMIER JOB EXPOSURE RATES

Job is featured as a Featured Career Opportunity link in an AACN CriticalCare Newsline email, featured on the AACN Career Center home page, remains high in search results, and is highlighted to stand out from other postings.

Contract length	Cost
30 days	\$1,200
60 days	\$1,700

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

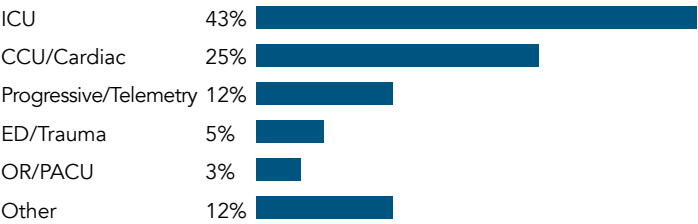
Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.

AACN Member Data*

PRIMARY POSITION



PRIMARY SPECIALTY



EDUCATION

85% of AACN members have a BSN or higher. More than 90% of all new members have a BSN or higher.

AGE

74% of AACN members are under the age of 44 with 65% of new members under the age of 34.

EXPERIENCE

More than 60% of AACN members have 6+ years of experience in critical care nursing.

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.

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

AACN reserves the right to approve all ad creative that will run on any AACN-owned website. AACN reserves the right to reject any creative that does not follow AACN's specifications.

Material Specifications

It is the advertiser's or agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher, and the 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.

Combination Rate Discount

Advertisers may combine advertising space units run in *American Journal of Critical Care*, *Critical Care Nurse*, *AACN Advanced Critical Care* and other vehicles to achieve maximum rate frequency.

Agency Commission

15% gross billings on space, color, cover, and preferred position charges.

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

If, for any reason, an advertisement is cancelled after the space closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the space closing date.

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.

Digital Campaign Reporting

WTG does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTPs.

WTG uses Google Ad Manager (GAM) to serve advertisements on website properties on which ad space is offered. A representative of WTG will provide reports for website campaigns upon request or via an automatically generated email sent by GAM. WTG works with the AAP to place advertisements on email properties on which ad space is offered. A representative of WTG will provide reports as they are in turn provided to WTG by AACN. Formats for these reports will vary as many different servers are used across the society's email portfolio. Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

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 media kit.

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.

How's Your Ad Working?

Find out for Free.

Get market feedback from the very people your ad has been designed to reach – by participating in in this free On Target® study. With an issue selected as a Readex Ad Test Study Issue, your ad will be included in the study. You will receive the results when they are tallied.

Step 2: Reviewing Your Results

CONSULTANTS

Visually Appealing	Easy to Read	Offering Enough Information	Clearly Communicating Benefits	Advertiser	Page	Size/Color
100	100	100	100	Issue Average (49 ads)		
88	113	67	72	Product/Service Category Average (3 ads)		
82	109	52	62	Buffalo Prairie Instruments	108	1/2 page, 4 color
107	119	49	60	Piccolo Devices	107	1/2 page, 4 color
75	113	101	94	ThinkLeaders	Cover 2	1 page, 4 color

Find out if your ad is:

- Visually Appealing
- Easy to Read
- Offering Enough Information
- Clearly Communicating the Benefits
- + Overall Effectiveness Rating

In addition, write-in responses are included to this question, “*What could this ad do differently to better communicate with you?*” Verbatim comments help put context around the scores your ad receives.

Personalized, color-filled reports will show your results.



You might discover that your ad meets your goals, or you may learn new ways to get more out of your investment. Either way this is information you cannot afford to do without.

Reserve your space today to be part of the survey

in the April issue of CCN and/or the July issue of AJCC



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.

