

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.

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Laurie Saletnik DNP, RN, CNOR  
Editor-in-Chief



**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 nurse's role in caring for patients before, during, or after operative and other invasive and interventional procedures in ambulatory and inpatient settings.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 45,000

**93%** chose *AORN Journal* as their top source to find information about new OR products and services.\*

**51%** of subscribers pass along their *AORN Journal* copies to one or more colleagues.\*

**98%** chose *AORN Journal* as their most trusted publication to provide them with unbiased, evidence-based, accurate information.\*

\*Readex Research, *AORN Journal*, April & September 2021

#### RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$4,535	\$2,970	\$2,595
3x	\$4,325	\$2,920	\$2,520
6x	\$4,160	\$2,785	\$2,435
12x	\$4,055	\$2,645	\$2,320
18x	\$3,520	\$2,310	\$2,100

#### RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$6,315	\$4,750	\$4,375
3x	\$6,105	\$4,700	\$4,300
6x	\$5,940	\$4,565	\$4,215
12x	\$5,835	\$4,425	\$4,100
18x	\$5,300	\$4,090	\$3,880

#### COVER/PREMIUM 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

\*Cancellable by published space closing dates or full payment expected.

#### INSERT RATES

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

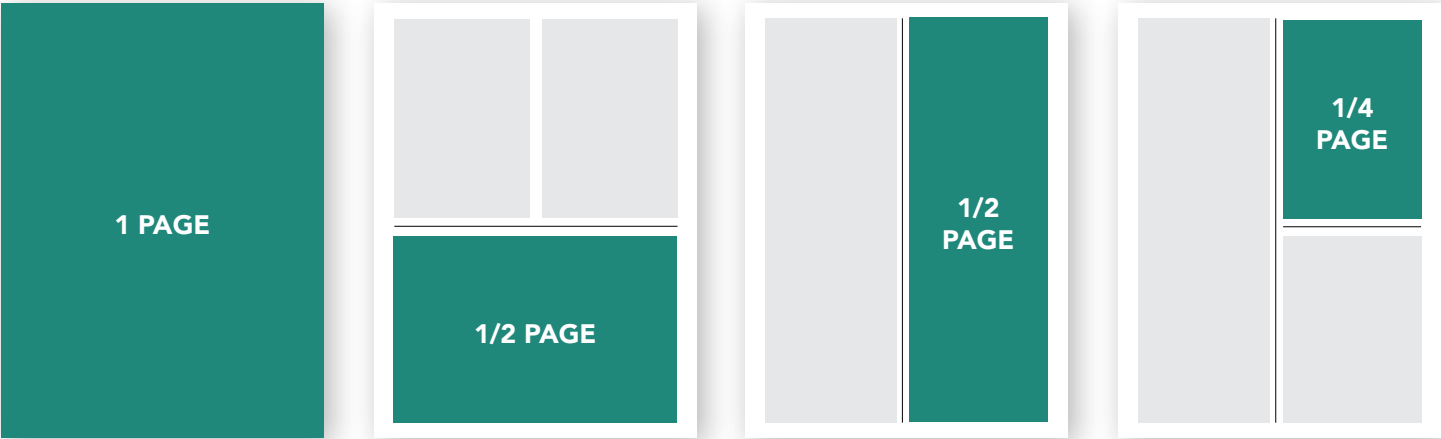
#### CLOSING DATES\*

Issue Date	Space	Material	Inserts
January	12/1	12/4	12/20
February	1/2	1/5	1/19
March	2/1	2/5	2/21
April	3/1	3/4	3/21
May	4/1	4/4	4/20
June	5/1	5/3	5/20
July	5/31	6/3	6/20
August	7/1	7/5	7/19
September	8/1	8/5	8/19
October	8/30	9/6	9/20
November	10/3	10/7	10/21
December	11/1	11/4	11/21

\*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.

#### BONUS DISTRIBUTION

Meetings	Dates	Location	Journal/Issue
AORN Conference and EXPO	Mar 9-12	Nashville, TN	March
OR Manager Conference	Oct 28-30	Las Vegas, NV	October



MECHANICAL SPECIFICATIONS

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

Publication trims at 8-3/8 x 10-7/8", keep live matter 1/4" from trim.  
\*\*AORN EXPO Booth # \_\_\_\_\_ " must be contained in AORN Meeting advertising booth lines.  
\*\*Cannot weigh more than 3 oz.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	8-5/8 x 11-1/8"
4-page insert (supply folded)	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. text stock minimum, 100 lb. maximum.  
Quantity: 46,000 per issue.

ELECTRONIC AD SUBMISSION

Publication is produced off set 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 Vicki Vaughn at [vicki.vaughn@wt-group.com](mailto:vicki.vaughn@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 (Hightail, Dropbox, etc.). Once uploaded, send an email to Vicki Vaughn.

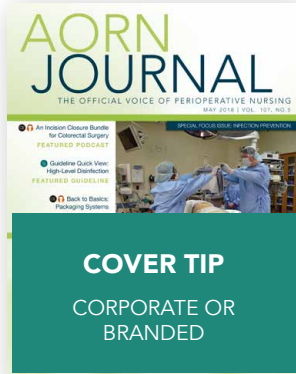
AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:  
Dartmouth Printing Company  
Attn: Tina Pringle (AORN Journal, issue date, quantity)  
69 Lyme Road  
Hanover, NH 03755

**AORN Journal Recruitment advertising** reaches over 40,000 experienced perioperative nursing professionals: staff nurses, RNFA's, educators, managers, directors, VPs. All of whom are 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.

By advertising in *AORN Journal* advertisers reach both active and passive job seekers who are reading their clinical nursing journal. Advertising messages are placed in front of an audience of engaged, experienced perioperative talent. At least 80% of this audience say that they are actively reading recruitment ads.

For more information, please view the [AORN Journal Recruitment advertising promotional piece](#).



**AORN Journal Cover Tips** are a unique opportunity to drive awareness. Cover tips are available on each issue of the Journal.

Cover tips may be targeted by practice area.

#### RATES\*

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

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

#### MECHANICAL SPECIFICATIONS

Cover tip may be no larger than 8 x 7-1/2". Outserts weighing more than three ounces will incur additional postage cost. Maximum of 100lb. text stock. Contact a sales representative for more information.

#### AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:  
Dartmouth Printing Company  
Attn: Lisa George (AORN Journal, issue date)  
69 Lyme Road  
Hanover, NH 03755



**AORN Journal 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 advertisers have **White Paper** educational pieces available, these may also be used as outserts. Support the placement with banner advertising on the AORN Journal web site ([www.aornjournal.org](http://www.aornjournal.org)) at a low rate.

#### RATES\*

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

\*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". All outserts must be supplied. Outserts weighing more than three ounces will incur additional postage cost. Maximum of 100lb. text stock. Contact a sales representative for more information.

#### AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:  
Dartmouth Printing Company  
Attn: Lisa George (AORN Journal, issue date)  
69 Lyme Road  
Hanover, NH 03755



The **AORN Product Showcase** is a unique section in the May and December issues of AORN Journal that features submitted products and highlights advances that benefit staff and patients or line extensions for existing programs. Submissions should include product images and product description.

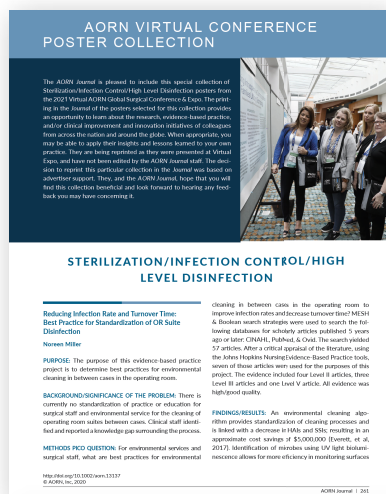
#### RATES

Placement	Cost
Product showcase only	\$1,500 net
Product showcase with additional purchase of ROB ad	\$750 net

#### MECHANICAL SPECIFICATIONS\*

Size	Dimensions
1/3 page	2-1/4 x 7-1/2"

\*All ad files must be 4-color.



**AORN EXPO Posters by Topic** will be featured in *AORN Journal* issues surrounding the annual meeting. As the majority of AORN Members are not able to attend the annual meeting, this Journal poster section allows members to benefit from the poster content.

The information provided in the accepted posters are the result of quality improvement and other projects conducted at facilities 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.

### RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$4,535	\$2,970	\$2,595
3x	\$4,325	\$2,920	\$2,520
6x	\$4,160	\$2,785	\$2,435
12x	\$4,055	\$2,645	\$2,320
18x	\$3,520	\$2,310	\$2,100

### RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$6,315	\$4,750	\$4,375
3x	\$6,105	\$4,700	\$4,300
6x	\$5,940	\$4,565	\$4,215
12x	\$5,835	\$4,425	\$4,100
18x	\$5,300	\$4,090	\$3,880

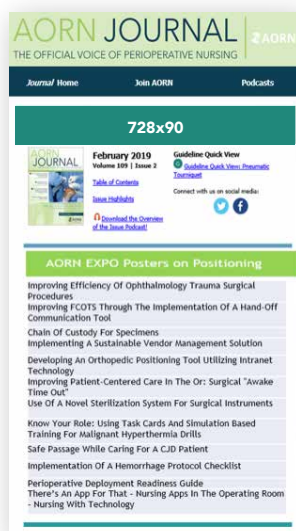
### FEATURED TOPIC CALENDAR

Issue	Topics
June	Pressure Injury/Positioning
July	Robotics
August	Instrumentation, Sterile Processing and Reprocessing
September	Infection Prevention
October	Smoke Prevention, Sharps Safety, Staff Safety
November	Anxiety & PONV
December	Patient Safety, Thermoregulation and RSI

### MECHANICAL SPECIFICATIONS

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

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



**AORN EXPO Poster Collection Emails** feature specific topics from posters presented at AORN EXPO. Reach 35,000 AORN members with your ad featured in one of the Poster Collection emails of your choice.

Already advertising in the Poster Collection section in the journal? Then save \$2,500 on the companion Poster Collection email. Special rates are available for current print advertisers, contact a sales representative for details.

Total sent: 35,000 members per send

### RATES

Placement	Cost
One email	\$7,500 net

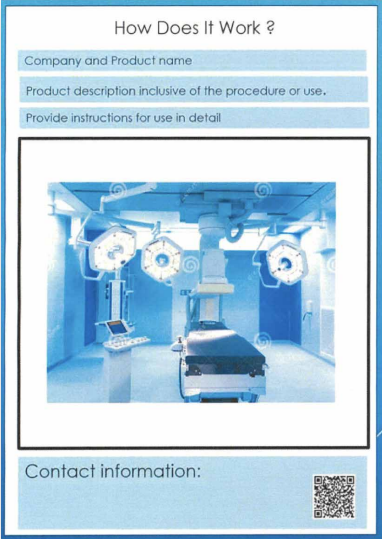
### MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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### REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

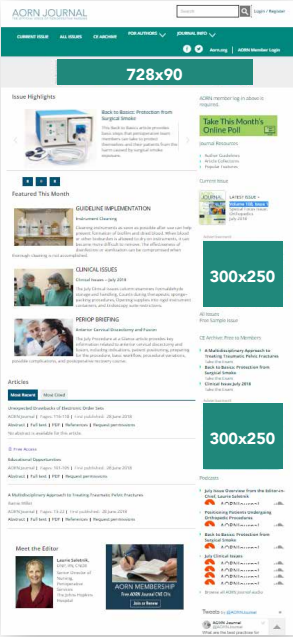




**AORN How Does it Work?** is a chance to showcase your company's capabilities. This program offers two printed components where detailed information about the functionality of product(s) can be showcased.

- 1 A one or two-page placement in the journal with advertiser-provided content.
- 2 A laminated outserts provided to be polybagged with an issue of *AORN Journal*, sent to member Nurse Managers, Directors and Educators for posting near a product or piece of equipment in an office.
- 3 Email distribution to all 39,000 AORN members.

RATES		MECHANICAL SPECIFICATIONS		
Placement	Cost	Size	Dimensions (bleed)	Dimensions (non-bleed)
1 page	\$5,000 net	Spread	17 x 11-1/8"	15 x 10"
2 page spread	\$10,000 net	1 page	8-3/4 x 11-1/8"	7-7/8 x 10-3/8"
Laminate outsert*	\$10,000 net	Outsert*	8 x 10" maximum	—
*\$5,000 discount applied if ROB placement in the same issue also purchased.		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 web site** ([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.

Unique users: 37,900 per month  
Page views: 116,955 per month  
Adobe Analytics website traffic report, Jan-Sep 2020

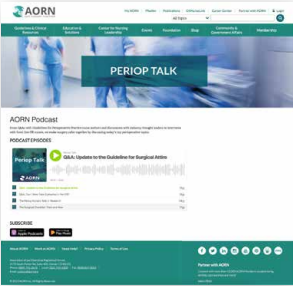
RATES	
Placement	Cost
ROS	\$90 CPM

MECHANICAL SPECIFICATIONS	
728x90 pixels	100KB limit
300x250 pixels	

**REQUIRED FILES**

Advertisers must provide one 728x90 and one 300x250 pixel banners in one of the following file formats: JPG/ GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



**Podcasts** are becoming a way of life with 51% of the US population having listened to a podcast, 32% listening monthly, and 22% weekly. Of the listeners 45% have a college degree, 56% an undergraduate degree, and 68% are post graduate. These are likely busy people who want to stay connected and need information on the run. Podcasts are a perfect educational vehicle for perioperative nurses and offer unique marketing access to them.

The program includes a 728x90 ad on the podcast homepage, a 728x90 ad on a new podcast eTOC, and a 15-second pre-roll message on each podcast.

Average downloads: 2,500 per month  
Total emails sent: 35,000 per month

RATES	
Placement	Cost
One month	\$7,500 net
Annual package	\$50,000 net

REQUIRED FILES	
MP3 audio file a maximum of 15 seconds in length. Production charges may apply.	

ADVERTISEMENT

CORPORATE OR  
BRANDED

**AORN Journal 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.

Special rates are available for current print advertisers, contact a sales representative for details

Average downloads: 7,000 per month

Adobe Analytics website traffic report, Jan-May 2022

RATES

Placement	Cost
One issue	\$7,500 net

MECHANICAL SPECIFICATIONS

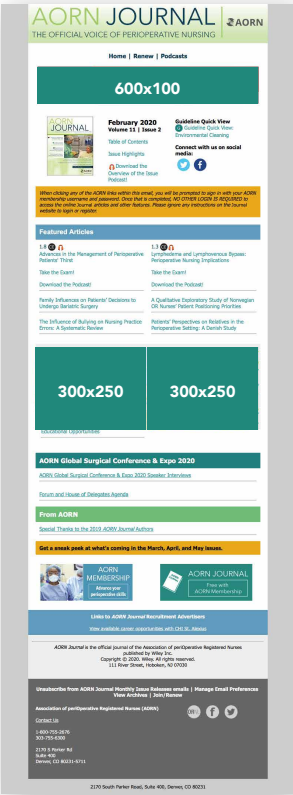
Placement	Dimensions	Size
Desktop	960x1265 pixels	200KB limit
Mobile	300x250 pixels	

REQUIRED FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

All ads must have the text "Advertisement" and "Scroll down to view AORN Journal article" easily readable.





The **AORN Journal Email Issue Alerts** reach all *AORN Journal* subscribers. These monthly emails provide an information-rich environment for high-impact exposure to readers who are interested in knowing about the perioperative topics included in each issue of the *AORN Journal*.

Total sent: 42,000 members per issue  
Open rate: 30.24%

EMAIL RATES

Position	Cost
600x100	\$2,500 net per issue
Left 300x250	\$2,500 net per issue
Right 300x250	\$2,500 net per issue

MECHANICAL SPECIFICATIONS

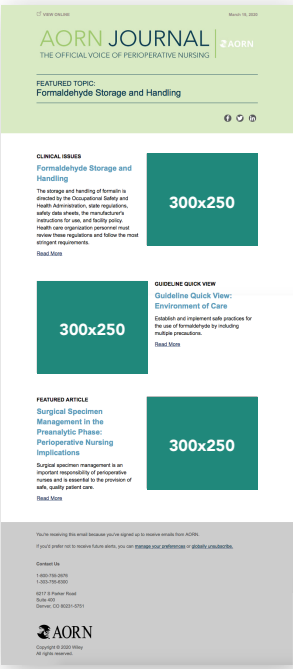
600x100 pixels	50KB limit
300x250 pixels	50KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

CLOSING DATES

Issue	Space	Sends
January	12/15	1/3
February	1/15	2/1
March	2/15	3/1
April	3/15	4/2
May	4/15	5/1
June	5/15	6/3
July	6/15	7/1
August	7/15	8/2
September	8/15	9/3
October	9/15	10/1
November	10/15	11/1
December	11/15	12/4



**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.

Special rates are available for current print advertisers, contact a sales representative for details.

Total sent: 35,000 members per issue

EMAIL RATES

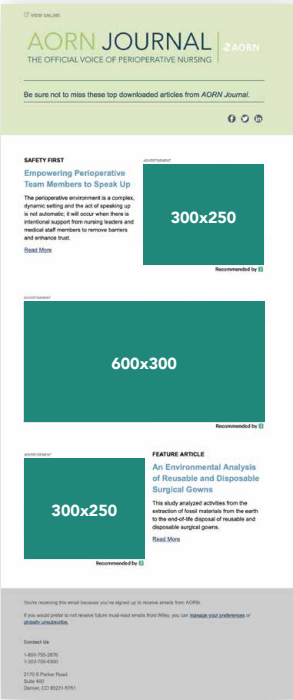
Position	Cost
Top 300x250	
Middle 300x250	\$7,500 net per issue
Bottom 300x250	

MECHANICAL SPECIFICATIONS

300x250 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



**AORN Journal Must Read Email Alerts** feature two of the previous months’ top-read articles and are 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.

Special rates are available for current print advertisers, contact a sales representative for details.

Total sent: 35,000 members per issue

EMAIL RATES

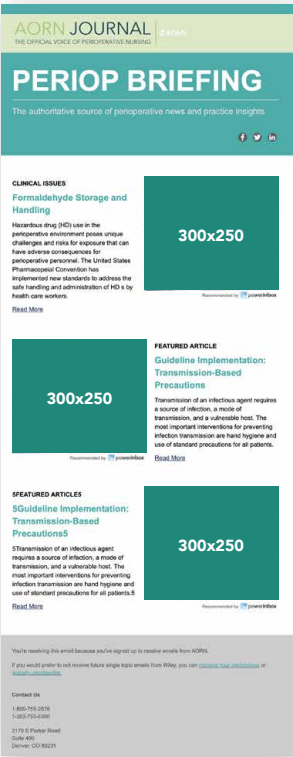
Position	Cost
Top 300x250	
600x300	\$7,500 net per issue
Bottom 300x250	

MECHANICAL SPECIFICATIONS

300x250 pixels	50KB limit
600x300 pixels	150KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



**AORN Journal PeriOperative Briefing Email** is sent on the third Wednesday of each month and contains articles within the PeriOp Brief section of that month’s AORN Journal. There are usually four articles in the section. The eAlert will offer up to four advertisers the opportunity to place a 300x250 banner adjacent to the article of their choice.

Special rates are available for current print advertisers, contact a sales representative for details

Total sent: 35,000 members per issue

EMAIL RATES

Position	Cost
First 300x250	\$2,500 net per issue
Second 300x250	\$2,500 net per issue
Third 300x250	\$2,500 net per issue
Fourth 300x250	\$2,500 net per issue
Exclusive package	\$7,500 net per issue

CLOSING DATES

Issue	Space	Sends
January	12/15	1/18
February	1/15	2/21
March	2/15	3/21
April	3/15	4/21
May	4/15	5/16
June	5/15	6/20
July	6/15	7/17
August	7/15	8/21
September	8/15	9/19
October	9/15	10/16
November	10/15	11/20
December	11/15	12/18

MECHANICAL SPECIFICATIONS

300x250 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

# 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**

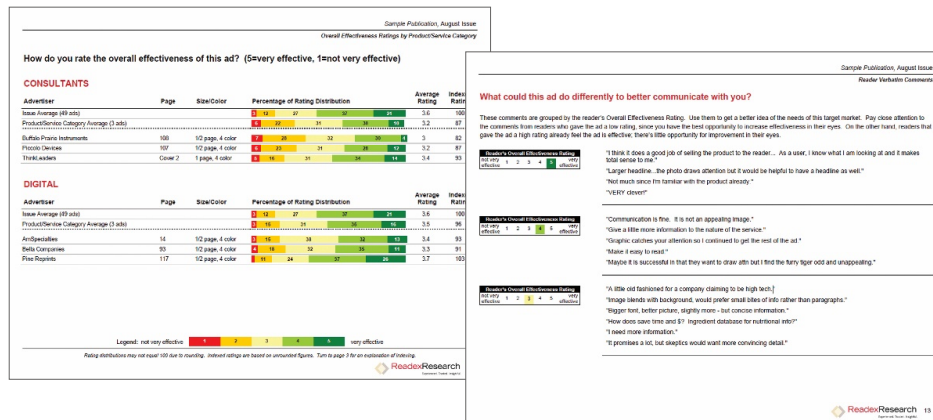
Visually Appealing	Easy to Read	Offering Enough Information	Clearly Communicating Benefits	Advertiser	Page	Size/Color
100	100	100	100	Issue Average (49 ads)		
88	113	67	72	Product/Service Category Average (3 ads)		
82	109	52	62	Buffalo Prairie Instruments	108	1/2 page, 4 color
107	119	49	60	Piccolo Devices	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 and/or September issue of AORN Journal**

## Member Data

### AORN Member Demographics

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

Staff nurse	54%	<div></div>
Managers	25%	<div></div>
Miscellaneous	6%	<div></div>
Educators	5%	<div></div>
RN First Assist/Scrub Nurse	4%	<div></div>
Advanced Practice Nurse	2%	<div></div>
Students	2%	<div></div>
Unknown	2%	<div></div>

#### TOP PRACTICE AREA

General surgery	36%	<div></div>
Orthopedic	30%	<div></div>
Gynecologic	24%	<div></div>
Urology	23%	<div></div>
Plastic reconstruction	21%	<div></div>
Ambulatory/Outpatient	21%	<div></div>
Podiatry	15%	<div></div>
Management	15%	<div></div>
Endoscopy	14%	<div></div>
Laser	12%	<div></div>
Trauma	12%	<div></div>
Pediatric	12%	<div></div>
Cardiothoracic	12%	<div></div>
PACU	10%	<div></div>
Material management/ Central supply	9%	<div></div>
Central processing	8%	<div></div>
Oncology	7%	<div></div>
Infection control	6%	<div></div>
Pre-admission	6%	<div></div>
Anesthesia	5%	<div></div>

### AORN Journal Readex Research

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.

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 2019 Issue. 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 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

	Total	
Nursing/Staff safety	98%	<div></div>
Infection prevention	98%	<div></div>
PPE Scrubs/Headgear/Safety glasses	96%	<div></div>
Patient positioning	95%	<div></div>
Patient handling	95%	<div></div>
Skin preparation	92%	<div></div>
Smoke prevention/evacuation	92%	<div></div>
Thermoregulation	90%	<div></div>
Staffing	84%	<div></div>
OR waste management	82%	<div></div>
Instrument trays/Container sys	77%	<div></div>
Skin markers	75%	<div></div>
Endoscope reprocessing	68%	<div></div>

## Member Data

### AORN Journal Readex Research (continued)

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.

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 2020 Issue. All advertisements in the April and September 2021 issues of AORN Journal will be studied. Readers will evaluate each ad on its visual appeal, 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.

#### SOURCE FOR NEW PRODUCT INFORMATION

AORN Journal	96%	<div></div>
Outpatient Surgery Magazine	42%	<div></div>
OR Manager	27%	<div></div>
OR Today	24%	<div></div>
American Journal of Nursing	15%	<div></div>
Infection Control Today	14%	<div></div>
Healthcare Purchasing News	11%	<div></div>
Surgical Products	10%	<div></div>
Nursing Management	8%	<div></div>
Nurse.com	8%	<div></div>
American Nurse Today	8%	<div></div>
Journal of periAnesthesia	6%	<div></div>
Nursing 2020	6%	<div></div>
Surgery News	5%	<div></div>
SurgiStrategies	2%	<div></div>

#### PUBLICATIONS BY LEVEL OF TRUST

AORN Journal	98%	<div></div>
American Journal of Nursing	40%	<div></div>
American Journal of Infection Control	31%	<div></div>
Outpatient Surgery Magazine	27%	<div></div>
OR Manager	23%	<div></div>
Journal of periAnesthesia Nursing	21%	<div></div>
Infection Control Today	20%	<div></div>
OR Today	18%	<div></div>
AMERICAN Nurse Today	11%	<div></div>
Nursing Management	10%	<div></div>
Nursing 2020	8%	<div></div>
Nurse.com	6%	<div></div>
Healthcare Purchasing	5%	<div></div>
Surgical Products	4%	<div></div>
Surgery News	3%	<div></div>
SurgiStrategies	2%	<div></div>
SurgiStrategies	1%	<div></div>

## 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 one calendar year must be requested and applied by January 31 of the following year. 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.

## 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

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.

## Advertising Requirements

The Journal's or AORN's logo or name cannot be used within advertisements in any manner that may suggest editorial or association endorsement of a company or product. If AORN's name is used in an advertisement, the advertisement must include the following notice: "AORN does not endorse any company's products or services. AORN is a trademark of AORN, Inc."

Claims that a product or service "meets" or "complies with" AORN guidelines are not allowed in advertisements. Advertisers may say that a product or service was "designed to meet" AORN guidelines. Any such claim will be reviewed for accuracy by AORN staff and must include a footnote indicating the original AORN source material and the year of publication. For example

- AORN Guidelines for Perioperative Practice, Surgical Attire, 20XX

## Referencing AORN EXPO

"AORN EXPO Booth # \_\_\_\_\_" must be contained in AORN Meeting advertising booth lines.

## 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 [kelly.russell@wt-group.com](mailto:kelly.russell@wt-group.com), [greg.pessagno@wt-group.com](mailto:greg.pessagno@wt-group.com), [vicki.vaughn@wt-group.com](mailto:vicki.vaughn@wt-group.com).

## Digital Campaign Reporting

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

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 [society]. 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.

## Cancellation Policy

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

## Agency Commission (15%)

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



**Wiley**  
**Terms and Conditions of Advertising & Reprint Production**

**DEFINITIONS**

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out in the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley’s or its third party partners’ print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley’s websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

**ADVERTISING TERMS**

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and

in the position as set out in the Booking Confirmation, subject to client approval, however all Advertising is subject to editorial approval.

- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley’s sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley’s then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer’s approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been received and approved by Wiley in writing.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley’s delivery specifications. .
- 11. Wiley makes no guarantees as to the number of visitors to any

## Wiley

### Terms and Conditions of Advertising & Reprint Production

Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals', guarantees or the like provided are non-binding.

12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, CTR). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.
13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.
14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.
15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such 'make-up' bookings can be made in the month following the initial Advertising period.
16. In submitting Advertising to Wiley, the Customer warrants and represents that:
  - (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
  - (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;
  - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
  - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
  - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons residing in various countries unless otherwise agreed (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("IAB Terms") ([link](#)) will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
  - (a) Section II (Ad Placement and Positioning);
  - (b) Section IV (Reporting) (excluding clause IV(b))
  - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws')
  - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

#### REPRINT TERMS

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to

## Wiley

### Terms and Conditions of Advertising & Reprint Production

submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

#### PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

#### CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to

Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.

27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Order sent to printer / Proof compiled	10%
Proof approved by customer	25%
ePrint created	35%
Copies printed/ePrint supplied	100%
Translations	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Translation work started	50%
Proof approved by customer	75%
ePrint created	35%
Copies printed/ePrint supplied	100%

#### GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
  - (a) cancel any provision of credit to Customer;
  - (b) require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has

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- ceased to occur;
- (c) cease publication of further Advertising or terminate an agreement for Advertising;
- (d) withhold any discounts or rebates previously granted to the Customer; or
- (e) exercise any other rights at law or equity.
30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer may be liable to pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley's option, to the resupply of the Advertising or Reprint or the payment of the cost of the resupply. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, howsoever that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.
35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney's fees), losses, damages and liability suffered or incurred by them arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising or use of the Reprints.
36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley's reasonable control (including, without limitation, war; civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley's control whether similar or dissimilar to the foregoing).
37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: <https://www.wiley.com/privacy>.
38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.