The CDC says 380 lung injury cases linked to vaping.

The CDC has narrowed down the wave of suspected vaping-related lung illnesses to 380 cases in 36 states. So far, the FDA is urging officials to remove flavored e-cigarette products from the market under the guidance of President Donald Trump. The move comes amid a wave of vaping-related illnesses that has sickened more than 450 people nationwide.

Purdue Pharma has filed for Chapter 1 bankruptcy protection after settling with more than 2,000 plaintiffs who had sued the OxyContin maker regarding its role in the opioid crisis.

AMA Releases 2020 CPT Codes with Almost 400 Changes

The American Medical Association’s (AMA’s) 2020 update of the code set plans to issue a regulatory guidance that reflects a continued expansion of medicine beyond the walls of physicians’ offices, with new entries for home-based blood pressure monitoring and online digital evaluation services. The 2020 update includes 394 code changes, including 248 new codes, 71 deletions, and 75 modifications. The changes should make it easier for physicians to bill for services in these new areas of medicine.

Health warnings on individual cigarettes could be a more powerful way to coax smokers to quit than warnings on packages, British and Canada are considering requiring warnings on individual cigarettes.

The share of Americans with health insurance declined in 2018, with about 27.5 million fewer Americans in poverty but, for the first time in years, more of them lack health insurance.

Estimated 800K people die by suicide each year, to the warning “Smoking kills” printed on individual cigarettes.

Cancer becomes leading cause of death in affluent countries, according to research on Mortality shifting from cardiovascular disease to cancer in high-income countries. Cardiovascular disease deaths were still the leading cause of death in lower-income regions of the world.

AMERICAN Holistic Nurses Association

About 27.5 million people, or 8.5 percent of the population, were uninsured last year, up from 7.9 percent the year before, the Census Bureau reported. It was the first increase since the recession of 2007-2009.

The Lancet published results from two large studies showing that cancer is now the leading cause of death in affluent countries, with more people dying from cancer as from heart disease.

The World Health Organization’s Director-General Tedros Adhanom Ghebreyesus lamented on Monday during World Suicide Prevention Day, the fact that one person dies by suicide every 40 seconds, the agency’s latest report on global suicide estimates assessed the reactions of 120 smokers, 16 and older, in the Netherlands, to the warning “Smoking kills” printed on individual cigarettes.

The Lancet reported that cancer is now the leading cause of death in affluent countries, twice as many people are contracting cancer as heart disease.

Despite progress in national prevention strategies, researchers say they are not yet reaching enough smokers, with new entries for home-based blood pressure monitoring and online digital evaluation services. The 2020 update includes 394 code changes, including 248 new codes, 71 deletions, and 75 modifications. The changes should make it easier for physicians to bill for services in these new areas of medicine.

AMA Releases 2020 CPT Codes with Almost 400 Changes

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Why Advertise with AHNA?

In print and online - our content drives holistic nursing practices.

Since its founding in 1981, the American Holistic Nurses Association (AHNA) - a non-profit professional nursing membership organization, has become the definitive global voice of holistic nursing for registered nurses around the world.

Our mission: To illuminate holism in nursing through practice, community, advocacy, research and education.

Over the past 39 years, AHNA has consistently delivered valuable resources, educational tools, and superior networking opportunities to a vibrant and expanding universe of holistic health care professionals in the U.S. and abroad. Holistic nursing is recognized by the American Nurses Association as an official nursing specialty with a defined Scope and Standards of Practice.
Delivering Your Target Audience
Reach Highly Educated Holistic Nurses!

85%
Practicing 10+ years

75%
Annual income over $70k

80%
Bachelor's Degree or higher

Our 5,500+ members use our publications to learn about opportunities for educational and personal growth, to gather information about important events, and to become educated about products & services that will enhance their practice.
Electronic Advertising

The AHNA eNewsletter is published bi-monthly, a total of 24 times per year.

Deadline Dates for AHNA eNewsletter

**eNewsletter A:** Friday before the 1st Thursday of the month
**eNewsletter B:** Friday before the 3rd Thursday of the month

Deadline Dates

The AHNA eNewsletter is published 24 times per year. Space reservation is due one week prior to the publication date or the Friday before preceding publication. Advertising materials are due the Monday preceding publication. If new material is not received by the Monday preceding publication, the latest ad of similar size and color will be used for the space reserved.

General Advertising Rate Policy

Rates are determined by the advertisement size within each period. Earned frequency discount is determined by the total number of placements.

Ad Placements

The Publisher reserves the right to select ad placement locations and adjust the size of the ads based upon available space.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>1x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Skyscraper</td>
<td>120 x 600 pixels</td>
<td>$363</td>
<td>$323</td>
<td>$305</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>120 x 240 pixels</td>
<td>$308</td>
<td>$274</td>
<td>$259</td>
</tr>
<tr>
<td>Basic Button Ad</td>
<td>160 x 160 pixels</td>
<td>$242</td>
<td>$216</td>
<td>$204</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>700 x 150 pixels</td>
<td>$121</td>
<td>$108</td>
<td>$101</td>
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<tr>
<td>Body Copy Text</td>
<td>70 words</td>
<td>$182</td>
<td>$162</td>
<td>$153</td>
</tr>
<tr>
<td>Body Copy Text with Picture</td>
<td>160 x 160 pixels</td>
<td>$242</td>
<td>$216</td>
<td>$204</td>
</tr>
<tr>
<td>Event/Job Listing*</td>
<td>30 words</td>
<td>$153</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pricing is per placement**
(e.g. $323 x 12 placements = $3,876)

*Runs twice in eNewsletter and 30 days online*
Electronic Ad Specifications and Examples

Online Job Listing

www.ahna.org/Networking/Careers-in-Holistic-Nursing

Now Hiring...

Find your future job in holistic nursing. Click on the job listings posted below:

- NutriDrip - New York, NY
- Business Opportunity with Dr. Christiane Northrup

Upcoming Events

November 7-8, 2019, First Degree (Shoden) Komyo Reiki Training, Sedona, AZ

A 'Keep it Simple' Reiki System from Japan. 15 CEUs for Nurses (or RNs for) Case Managers and Social Workers. Evidence-based teaching with an emphasis on 'Self-Reiki for Self-Care.' For Details and to Register Contact: Reiki Teacher Karen Pischke BSN, RN. Phone: 978.283.4258 or Email: dreamtimewellness@gmail.com

Real Estate Case Study

eNewsletter Body Copy Text With Picture

Integrative Nurse Coach Certificate Program

Sponsored Listing

Integrative Nurse Coach Certificate Program (INCCP)
San Diego, California

- Module 1 (On-site) October 4-8, 2017
- Home Study (Remote) October 9, 2017-April 10, 2018
- Module 2 (On-site) April 11-15, 2018

APPLY TODAY! inurse 888.772.INCA

Upcoming Events

November 7-8, 2019, First Degree (Shoden) Komyo Reiki Training, Sedona, AZ

A 'Keep it Simple' Reiki System from Japan. 15 CEUs for Nurses (or RNs for) Case Managers and Social Workers. Evidence-based teaching with an emphasis on 'Self-Reiki for Self-Care.' For Details and to Register Contact: Reiki Teacher Karen Pischke BSN, RN. Phone: 978.283.4258 or Email: dreamtimewellness@gmail.com

Online Event Listing

<table>
<thead>
<tr>
<th>Event Start</th>
<th>Event End</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/3/2017 10:00 AM</td>
<td>11/28/2017 4:00 PM</td>
<td>Yoga as Medicine Fall 2017 Workshops Now Available for Registration- Earn CNEs</td>
</tr>
<tr>
<td>10/10/2017 9:00 PM</td>
<td>11/10/2017 10:00 PM</td>
<td>October Nurse Networking Call #1</td>
</tr>
<tr>
<td>11/1/2017</td>
<td>11/30/2017</td>
<td>AHNA Annual Elections</td>
</tr>
</tbody>
</table>
**Print Advertising**

*Beginnings Magazine is published 6 times per year.*

**Deadline Dates for Beginnings**

*Beginnings* is published 6 times per year. The magazine is issued two weeks prior to the end of the month of the publication. *See chart for deadlines of each issue.* If new material is not received by the deadline date, the latest ad of similar size and color will be used.

**General Advertising Rate Policy**

Rates are determined by the total space used within a 12-month period, dating from the first insertion. Earned frequency is determined by the total number of issues.

**Mechanical Requirements**

Publication Trim Size: 8.25” x 10.75”

**Bleeds**

Full-page ads: Allow exactly 0.125” of bleed beyond your trim size. All copies, including logos, addresses, etc. must be 0.25” within trim boundaries.

**Ad Placement**

The publisher reserves the right to select ad locations unless the advertiser pays a 10% premium when selecting a specified location.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>December 1st</td>
<td>January 1st</td>
</tr>
<tr>
<td>April</td>
<td>February 1st</td>
<td>March 1st</td>
</tr>
<tr>
<td>June</td>
<td>April 1st</td>
<td>May 1st</td>
</tr>
<tr>
<td>August</td>
<td>June 1st</td>
<td>July 1st</td>
</tr>
<tr>
<td>October</td>
<td>August 1st</td>
<td>September 1st</td>
</tr>
<tr>
<td>December</td>
<td>October 1st</td>
<td>November 1st</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (inches)</th>
<th>1-2x</th>
<th>3-5x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5 x 11</td>
<td>$1,733</td>
<td>$1,681</td>
<td>$1,646</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.75 x 9.25</td>
<td>$1,144</td>
<td>$1,110</td>
<td>$1,087</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.25 x 4.25</td>
<td>$875</td>
<td>$847</td>
<td>$831</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.25 x 9.25</td>
<td>$611</td>
<td>$592</td>
<td>$580</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.25 x 4.5</td>
<td>$451</td>
<td>$438</td>
<td>$429</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.5 x 2</td>
<td>$215</td>
<td>$208</td>
<td>$204</td>
</tr>
<tr>
<td>Classified/</td>
<td>50 words</td>
<td>$84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Happenings</td>
<td>Maximum</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Pricing is per placement (e.g. $200 x 4 placements = $800)
Print Ad Specifications and Examples

Full Page With Bleeds

Full Page Without Bleeds

1/3 Page

2/3 Page

1/4 Page

1/2 Page

Not shown to scale

HAPPENINGS
Spring, 2018
Cape Cod, MA
Holistic Care & Feeding of the Body, Mind, & Spirit
4 CNEs
Experience and learn self-care for personal and professional practice. Lunch included.
www.wellnesspaths.com/holistic-care-and-feeding
Amanda Murphy, HN-BC: (508) 862-6395

April 27, 2018
Troutdale, OR
AHNA Troutdale, OR Regional Conference Holistic Self-Care: Your Secret Power for Enhancing Patient Care. 6 CNE.
Keynote: Lourdes Lorenz-Miller, MSN-IH, RN, AHN-BC, NEA-BC
www.ahna.org/Regional

Classifieds

SCIATICA? LOWER BACK/HIP PAIN?
For great corrective self-care relax on the “sacral” stabilizer SacroWedgy®. Combine with neck support and let gravity do the work. Visit family-owned www.sacrowedgy.com or call 1-800-737-9295.

BABY IT’S COLD OUTSIDE!
Advertising File Submissions

AHNA will accept advertising materials for reproduction as follows:

General Ad File Information
All ads must be approved by AHNA. AHNA reserves the right to pull the ad if complaints are received, with no guarantee of refund. If new material is not received by the closing date, the latest ad of similar size and color will be used.

Ad Creation/Revision: AHNA reserves the right to edit ads to fit our format. All new listings will be posted as soon as we are able. Ad creation/revisions will be billed through AHNA at a $70.00 per hour rate, with a 1 hour minimum.

Tear Sheets: Advertisers will receive either an emailed link or mailed tear sheet of their ad after the edition has been published.

Send materials to:
AHNA
Attn: Event Planner and Promotions Coordinator
advertise@ahna.org
FAX: (785) 234-1713

eNewsletter Ad Files
All ads must be submitted in a JPEG format at 72 dpi. We do not accept “widgets,” HTM, or Java ads. All ads will link directly to a website when a URL is provided.

All ads for the eNewsletter are full color graphic JPEGs.
AHNA reserves the right to determine placement of your ad and to change the image size to fit the available space.

Beginnings Ad Files
Beginnings is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF press optimized 300 dpi format. Please contact Becky Lara at editor@ahna.org for questions about PDF formatting.

Full-color ads must be CMYK only. For optimal resolution, please ensure that all fonts and graphics are embedded. AHNA cannot guarantee an exact color match unless a SWOP certified contract color proof is provided.

No bleeds except for full page and third page ads, in which case the bleed must be .125 inches.
Proofs: All proofs will be produced from the final file submitted.
**AHNA Advertising Insertion Order Form**

Fax: (785) 234-1713 Email: advertise@ahna.org
Mail: 2900 SW Plass Ct. Topeka, KS 66611

---

**ADVERTISER:**
Company: ___________________________________
Contact: ____________________________________
Address: ___________________________________
City: _______________________________________
State/Zip: ___________________________________
Phone: _____________________________________
Fax: _______________________________________
Email: _____________________________________

**AGENCY/BILL TO:**
Company: ________________________________
Contact: _________________________________
Address: _________________________________
City: ____________________________________
State/Zip: ________________________________
Phone: __________________________________
Fax: ____________________________________
Email: __________________________________

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<table>
<thead>
<tr>
<th>eNews Issue</th>
<th>A or B</th>
<th>Ad Types</th>
<th>Beginnings Issue</th>
<th>Ad Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN 20___</td>
<td>□</td>
<td>□ Sidebar Ads</td>
<td>FEB 20___</td>
<td>□ Sidebar Ads</td>
</tr>
<tr>
<td>FEB 20___</td>
<td>□</td>
<td>□ Full Skyscraper</td>
<td>APR 20___</td>
<td>□ Full Page</td>
</tr>
<tr>
<td>MAR 20___</td>
<td>□</td>
<td>□ Basic Button</td>
<td>JUN 20___</td>
<td>□ 2/3 Page</td>
</tr>
<tr>
<td>APR 20___</td>
<td>□</td>
<td>□ Half Skyscraper</td>
<td>AUG 20___</td>
<td>□ 1/2 Page</td>
</tr>
<tr>
<td>MAY 20___</td>
<td>□</td>
<td>□ Banner</td>
<td>OCT 20___</td>
<td>□ 1/3 Page</td>
</tr>
<tr>
<td>JUN 20___</td>
<td>□</td>
<td>□ Body Copy</td>
<td>DEC 20___</td>
<td>□ 1/4 Page</td>
</tr>
<tr>
<td>JUL 20___</td>
<td>□</td>
<td>□ Body Copy w/Pic</td>
<td></td>
<td>□ Business Card</td>
</tr>
<tr>
<td>AUG 20___</td>
<td>□</td>
<td>□ Listing</td>
<td></td>
<td>□ Classified</td>
</tr>
<tr>
<td>SEP 20___</td>
<td>□</td>
<td>□ Event Listing</td>
<td></td>
<td>□ Happenings</td>
</tr>
<tr>
<td>OCT 20___</td>
<td>□</td>
<td>□ Job Listing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV 20___</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEC 20___</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Ad Content**
- □ New ad - Each Issue to arrive at AHNA_________
- □ Pick up ad from ______________________________
- Notes: _______________________________________

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**AGREEMENT**
I agree to the above ad placement and to the cancellation policy and terms and conditions specified in this contract.

Authorized by _____________________________
Title ___________________________________
Date ____________________________________

AHNA reserves the right to decline advertisements.

---

**Advertising Charges**
Quantity of Issues:__________________________
Enews Subtotal:____________________________
Beginnings Subtotal:_______________________
Contact Total $___________________________

---

**Credit Card Information**
- □ Visa/Mastercard  □ Discover  □ American Express
Name on card_____________________________
Card # _________________________________
Exp. date _______________________________
Billing Address ___________________________
City_________________ State __________ Zip_______

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**Cancellation policy:** Initialing and completing the (1) Advertising Terms and Conditions form and (2) either Print Advertising Insertion Order Form or Electronic Advertising Insertion Order Form constitutes a legal and binding contract. These two completed forms must be returned before your advertisement can be placed.

Rate sheet updated January 2020
AHNA Advertising Terms and Conditions Form

Artwork email/faxing instructions: AHNA will accept advertising materials as follows:

**Send materials to:**
AHNA
Attn: Event Planner and Promotions Coordinator
advertise@ahna.org
FAX: (785) 234-1713

If new material is not received by the closing date, the latest ad of similar size and color will be used.

Cancellation policy: All cancellations should be sent to:
AHNA
Attn: Event Planner and Promotions Coordinator
2900 SW Plass Ct.
Topeka, KS 66611-1980
advertise@ahna.org
FAX: (785) 234-1713
Phone: (785) 234-1712

Cancellations will be charged a $100 processing fee. All services that have already been provided by AHNA must be paid. Clients must send a fax to (785) 234-1713 or email to advertise@ahna.org requesting a cancellation. AHNA will fax or email the client a cancellation agreement and the client must sign, date, and provide credit card information before faxing back to AHNA. If the client fails to pay for contracted services, unpaid fees will be subject to collections.

AHNA can refuse to cancel a contract if ads have already been processed. Cancellation is not considered valid until AHNA acknowledges agreement to the client.

Payment/credit application/card information: All payments are due within 30 days of submission of a signed Insertion Order Form unless other arrangements have been made. Credit approval may be required. AHNA will redact all credit card information provided after processing.

Education programs: AHNA approved CNE program advertisements must include the following statement: “This continuing nursing education activity was approved by AHNA, an accredited approver by the American Nurses Credentialing Center’s COA.” Other education programs must provide the Accrediting Organization that approved the continuing education program if your advertisement mentions contact hours or continuing education. If your website does not properly reference continuing education information, your ad will be subject to change or cancellation. **If your ad contains the term “CEU” you will be asked to change it to CNE or contact hours, unless documentation is provided that you have been approved by a correct certifying board to offer CEUs.**

AHNA Member benefits: AHNA members are entitled to one (1) free 50-word Beginnings Magazine Happenings ad OR one (1) free eNewsletter event or job listing ad per year. Promotional offers and discounts: The following offers and discounts are offered by AHNA:

a. 10% discount for non-profit and/or AHNA members
b. 15% discount for current AHNA Endorsed Programs
c. 10% discount for prepaid one-year contracts

Only a/c or b/c promotional offers and discounts may be combined. No promotional offers or discounts will be applied to previously purchased ads.

Agreement: I, the undersigned, have read, understand, and agree to the terms and conditions of this contract. Advertisers will be protected at their contracted rate for the duration of their contracts. If fewer insertions are used than specified, charges will be adjusted in accordance with established rates. AHNA reserves the right to reject any advertisements that do not meet the standards of AHNA Beginnings Magazine. Although AHNA supports the concept of holism, acceptance of ads does not constitute endorsement of any specific practitioners, organizations, products, services, or modalities. The examination, documentation, or recounting of such is purely educational and may, in no way, be construed as an endorsement. By signing below, you certify that you have read, understand, and agree to the AHNA advertising terms and conditions. You also certify that you understand the rates listed in the current rate card and agree to pay the full contract total within 30 days of submission, unless other arrangements have been made and agreed to.

Name (print): ____________________________________
Signature: ______________________________________
Date: __________________________________________