Media Planning Kit

Relevance • Reach • Return

www.ahna.org/advertising

• Access to Highly-Educated Holistic Healthcare Providers
• eNewsletter and Online Advertising
• Print Advertising
• Custom Packages
• Member & Endorsed Program Discounts
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 membership organization - has become the definitive global voice of holistic nursing for registered nurses and other holistic healthcare professionals around the world.

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

Over the past 38 years, AHNA has consistently delivered valuable resources, educational tools, and superior networking opportunities to a vibrant and expanding universe of holistic healthcare professionals in the US and abroad. Holistic nursing is recognized by the American Nurses Association as an official nursing specialty with a defined Scope and Standards of Practice.

5,050 Members
146 Chapters
3 Publications
HOLISTIC NURSING PRACTICES
- Mind/Body Interventions
- Energy Therapies
- Cognitive/Behavioral Therapies
- Manipulative Body Methods

WORK ENVIRONMENT
- Acute Care Hospitals
- University/College
- Private Practice
- Ambulatory Outpatient
- Hospice/Home Care
- Other

Our 5,000+ 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-weekly, a total of 24 times per year.

Closing Dates for AHNA eNewsletter

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

Issuance of Closing 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 is determined by the total number of placements.

Ad Locations

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>$330</td>
<td>$294</td>
<td>$277</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>120 x 240 pixels</td>
<td>$280</td>
<td>$249</td>
<td>$235</td>
</tr>
<tr>
<td>Basic Button Ad</td>
<td>160 x 160 pixels</td>
<td>$220</td>
<td>$196</td>
<td>$185</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>500 x 50 pixels</td>
<td>$110</td>
<td>$98</td>
<td>$92</td>
</tr>
<tr>
<td>Body Copy Text</td>
<td>70 words</td>
<td>$165</td>
<td>$147</td>
<td>$139</td>
</tr>
<tr>
<td>Body Copy Text with Picture</td>
<td>160 x 160 pixels + 70 words</td>
<td>$220</td>
<td>$196</td>
<td>$185</td>
</tr>
<tr>
<td>Event/Job Listing*</td>
<td>30 words</td>
<td>$138</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**500p x 50p Banner Ad**

**160p x 160p Basic Button Ad**

**120p x 600p Full Skyscraper**

**120p x 240p Half Skyscraper**

*Not shown to scale*

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**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!  inursecoach.com  888.772.INCA

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**eNewsletter Body Copy Text With Picture**

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**Online Job Listing**

Now Hiring...

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

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

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**eNewsletter Event Listing**

**Upcoming Events**
September 26, 2017, Yoga for a Healthy Back, Baltimore, MD

Earn five CNEs while learning yogic skills you can use both for self-care and to help patients who seek back pain relief. These skills include breathing, meditation, and yoga postures that studies have shown are effective in increasing pain tolerance and reducing back pain. Presented by the Institute for Integrative Health. Learn more and register: bit.ly/healthyback

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**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

**Issuance of Closing 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 date. See chart for closing dates of each issue. *If new material is not received by the due 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 Locations**
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>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>$1,575</td>
<td>$1,528</td>
<td>$1,496</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.75 x 9.25</td>
<td>$1,040</td>
<td>$1,009</td>
<td>$988</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.25 x 4.25</td>
<td>$795</td>
<td>$770</td>
<td>$755</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.25 x 9.25</td>
<td>$555</td>
<td>$538</td>
<td>$527</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.25 x 4.5</td>
<td>$410</td>
<td>$398</td>
<td>$390</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.5 x 2</td>
<td>$195</td>
<td>$189</td>
<td>$185</td>
</tr>
<tr>
<td>Classified/Happenings</td>
<td>Maximum of 50 words</td>
<td>$76</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</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>
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

Business Card

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-JH, RN,
AHN-BC, NEA-BC
www.ahna.org/Regionals

Classifieds

Volunteers Wanted for Research Study
Leigha Sharoff, EdD, RN, NPP, AHN-BC, is
Principal Investigator (PI) and CUNY Faculty
member who is conducting a research study
and seeking participants to explore Holistic
Nurses’ Understanding of Genetics in Nursing
Practice. Volunteers will be asked to complete
an anonymous 15-20 minute online survey.
https://www.surveymonkey.com/r/TLVPLS6

Integrative Aromatherapy®
Certificate Program
This clinical and holistic home-study course
is specially designed by nurses – for nurses,
complete with personal mentoring by nurse
aromatherapist/educator, Laraine Pounds or
Valerie Cooksley. The program covers scientific
foundation, body systems, energy medicine,
integrative health and ethics; 36 blending
practcums, creating 20 self-care products.
310 nursing contact hours available.
www.Aroma-RN.com

Not shown to scale
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 can not 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

AGENCY/BILL TO:
Company: ________________________________
Contact: ________________________________
Address: ________________________________
City: ________________________________
State/Zip: ________________________________
Phone: ________________________________
Fax: ________________________________
Email: ________________________________

ADVERTISER:
Company: ________________________________
Contact: ________________________________
Address: ________________________________
City: ________________________________
State/Zip: ________________________________
Phone: ________________________________
Fax: ________________________________
Email: ________________________________

ELECTRONIC ADVERTISING - AHNA eNEWSLETTER
ISSUE DATE
JAN 20___ □ A □ B  MAY 20___ □ A □ B  SEP 20___ □ A □ B
FEB 20___ □ A □ B  JUN 20___ □ A □ B  OCT 20___ □ A □ B
MAR 20___ □ A □ B  JUL 20___ □ A □ B  NOV 20___ □ A □ B
APR 20___ □ A □ B  AUG 20___ □ A □ B  DEC 20___ □ A □ B

AD MATERIALS
☐ New ad to arrive at AHNA ________________
☐ Pick up ad from __________________________
Artwork Contact Info: ________________________________
Notes: ______________________________________________________________________________________

ADVERTISING CHARGES
Earned frequency (please circle one):      1x       12x       24x
Ad per issue charge $__________ TOTAL $______________
Applicable discounts:      Member      Endorsed Program      Paid in Full

PRINT ADVERTISING - AHNA BEGINNINGS MAGAZINE
ISSUE DATE
☐ FEB 20___  ☐ AUG 20___
☐ APR 20___  ☐ OCT 20___
☐ JUN 20___  ☐ DEC 20___

AD MATERIALS
☐ New ad to arrive at AHNA ________________
☐ Pick up ad from __________________________
Artwork Contact Info: ________________________________
Notes: ______________________________________________________________________________________

ADVERTISING CHARGES
Earned frequency (please circle one):  1-2x    3-5x    6x
Ad per issue charge $__________ TOTAL $______________
Applicable discounts:      Member      Endorsed Program      Paid in Full

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

Cancellation policy: Initializing 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.

CONTRACT TOTAL $__________

CREDIT CARD INFORMATION
☐ Visa/Mastercard  ☐ Discover  ☐ American Express
Name on card ________________________________
Card # ________________________________
Exp. date ____________________CVV2 ____________________
Billing address ________________________________
City ________________________________ State __________ Zip ____________

For Office Use Only
Invoice # ________________
Member ID # ________________
Issue ________________
NEW  PU  END

Rate sheet updated January 2018
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. 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:
- 10% discount for non-profit and/or AHNA members
- 15% discount for current AHNA Endorsed Programs
- 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: ____________________________________________