

Ad Rates

Display Advertising

Net pricing per insertion

Ad Size	One Time	Two Times	Three Times	Four Times
Full page	\$899	\$857	\$815	\$749
Back cover	\$691	\$658	\$626	\$575
3/4 page	\$655	\$624	\$593	\$544
1/2 page	\$551	\$523	\$497	\$455
1/3 page	\$383	\$363	\$344	\$314
1/4 page	\$311	\$296	\$282	\$259
1/8 page	\$166	\$158	\$150	\$134

Classified Advertising

RATES

\$1.20 per word, with a 12 word minimum.
Three-time insertion rate is \$.87 per word (may be used with every-other-issue placement).

GRAPHICS

Place a box around your classified ad for only \$8.00 more per issue.

Insert your logo for another \$8.00 per issue (may take up to three lines).

Prices effective 7/17/08, and subject to change.

For more information call (206) 575-7979 or email us at wsna@wsna.org

Production Schedule

The Washington Nurse is a quarterly publication mailed in January, April, July and October. The deadlines for advertisers and departments are as follows:

SPRING

Departments _____ February 15th
Article Submission _____ February 15th
Advertisers _____ March 1st
Mail _____ April

SUMMER

Departments _____ May 15th
Article Submission _____ May 15th
Advertisers _____ June 1st
Mail _____ July

FALL

Departments _____ August 15th
Article Submission _____ August 15th
Advertisers _____ September 1st
Mail _____ October

WINTER

Departments _____ November 15th
Article Submission _____ November 15th
Advertisers _____ December 1st
Mail _____ January

Washington State Nurses Association

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www.wsna.org

The Washington Nurse

Advertiser's Guide

Official publication of the
Washington State Nurses
Association

The Washington Nurse (ISSN# 0734-5666) is the official publication of the Washington State Nurses Association. It is a full-color newsmagazine printed on book paper, on a web press.

DIMENSIONS: 8.25" × 10.5"

SCREENS: 100 lines per inch

RATES apply to camera-ready ads. We can typeset / layout your ad for a \$10 production charge for 1/8 page – 1/3 page ads, and a \$20 production charge for 1/2 page – full page ads. (No extra charge for classified ad typesetting.)

AD DIMENSIONS listed are for four-column pages. Ads typeset by us may be altered slightly to conform to other column formats. Total ad area will remain the same or increase, but never decrease.

FORMAT: For advertisements which require layout / typesetting, please send the text to us in Microsoft Word format. Photos should be sent as prints (no slides or negatives) or as high-resolution .JPG files. **Camera-ready art** should be sent as a .PDF or .EPS file.

BILLING: Advanced payment preferred. (See discounts below). Approved advertisers will be billed following publication. A tear sheet and/or one copy of the issue in which your ad appears will be included with your invoice.

PAYMENT: All fees are in U.S. dollars. Checks should be made payable to **WSNA**.

DISCOUNTS: Payment in advance saves us bookkeeping time – and saves you five percent off listed prices. WSNA members are entitled to an additional five percent discount. Discounts do not apply to typesetting (production) fees.

AGENCY DISCOUNT: Bona fide advertising agencies are eligible for a five percent discount.

The diagram illustrates four different advertisement sizes within a page layout.

- Full Page:** A large black rectangle covering the entire page area.
- Back Cover:** A vertical black rectangle on the left side of the page, with a white margin on the right.
- 1/4 Page:** Two smaller black rectangles side-by-side at the top of the page, each labeled '1/4 Page'.
- 1/3 Page:** A single black rectangle at the bottom of the page, labeled '1/3 Page'.

Display Ad Dimensions

Ad Size	Dimensions (w × h)
Full page	7.25" × 9.5"
Back cover	4.5" × 9.5"
3/4 page	4.5" × 9.5"
1/2 page	7.25" × 4.5"
1/3 page	4.75" × 4.5"
1/4 page	3.5" × 4.5"
1/8 page	1.5" × 4.5"

If you have questions regarding the size and cost of your advertisement, fax the ad to *The Washington Nurse* staff at (206) 575-1908 for a price quote.

CONTINUING EDUCATION: All WSNA CEARP approved courses receive a free listing in each issue's Continuing Education calendar, and may place additional ads at a five percent discount. Department deadlines are listed on the back of the brochure. Call the WSNA CEARP Department for information about getting your course approved.

SUBSCRIPTIONS: All WSNA members receive a subscription to *The Washington Nurse*. Libraries and potential advertisers may subscribe to *The Washington Nurse* for US\$30, US\$36 (Canada/Mexica), or US\$49 (other foreign) per year, paid in advance. Checks should be made payable to **WSNA**.

CIRCULATION: *The Washington Nurse* is received by 11,000 RNs and ARNPs in Washington State, as well as nursing libraries and affiliated state nurses associations around the country, and our circulation is growing.