

# Rate Card and Spec Sheet

## AORN Journal

### AORN Journal RATES

	1x	3x	6x	12x	18x
Full Page	\$2,905	\$2,795	\$2,690	\$2,545	\$2,260
1/2 Page	\$1,925	\$1,860	\$1,785	\$1,690	\$1,505

\*All rates gross.

### COLOR

- Standard color (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow): \$1,010 per page or fraction.
- Matched color (PMS specific number): \$1,110 per page or fraction.
- Metallic Color (PMS specific metallic number): \$1,275 per page or fraction.
- 4-color: \$1,490 per page or fraction.
- Metallic and Matched (PMS) colors can be combined with the Black and White rate, or they can be added to the Standard or 4 Color charge.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

### PREMIUM POSITIONS (Contract needed, non-cancellable)

- Cover 4: 80% B/W page rate
- Cover 2: 50% B/W page rate
- Cover 3: 50% B/W page rate
- First Right Hand Page: 25% B/W page rate
- Opposite General information: 30% B/W page rate
- Opposite President's Message (left-hand page only): 25% B/W page rate
- Opposite Editorial (left-hand page only): 30% B/W page rate

### EARNED RATES

Rates are based on the total units earned during a twelve-month period.

Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

### AGENCY DISCOUNT

15% - All rates noted on this card are GROSS.

\*State taxes may apply.

### B/W page rate

- Opposite Continuing Education: 30% B/W page rate
- Opposite Clinical Issues: 25% B/W page rate
- Opposite TOC: 25%
- Other preferred positions: 10%

### INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate.
- Four-page or larger insert is black and white earned frequency rate per page.

### COMPOSITION (Black & White Only)

Full page: \$150 • Half page: \$125 • Quarter page: \$95

## AORN Journal Mechanical Specifications

Page Sizes	Non Bleed	Bleed
Trim	6 7/8" x 10"	
Spread	13 3/4" x 9"	14" x 10 1/4"
Full Page	6" x 9"	7 1/8" x 10 1/4"
1/2 Page Horizontal	6" x 4 1/8"	7 1/8" x 5 1/4"
1/2 Page Vertical	2 5/8" x 9"	3 1/2" x 10 1/4"

\*Keep live Matter 1/2" from trim edges.

Publication Month	Ad Space Closing	Materials Deadline	Content:
January	11/26	12/3	Pre-Congress Issue
February	12/30	1/6	AORN Congress Issue
March	1/30	2/6	Ambulatory Feature
April	3/5	3/12	Readex Ad Measurement Study
May	4/2	4/9	
June	5/1	5/8	Post-Congress Issue; Ambulatory Feature
July	6/3	6/10	
August	7/6	7/13	
September	8/4	8/11	Readex Ad Measurement Study; Ambulatory Feature
October	9/2	9/9	
November	10/5	10/12	National Perioperative Nurse Week Issue
December	10/30	11/6	Annual Salary Survey Issue; Ambulatory Feature

## INSERT REQUIREMENTS

- Size 2 page: 7 1/8" x 10 1/4"
- Size 4 page: 14 1/4" x 10 1/4", furnish folded to 7 1/8" x 10 1/4"

Contact Ad Sales Services for additional high folio/low folio binding instructions

- Trimming: 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/2" from trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter.
- Insert Stock Weight: For 2 page 80# preferred; 4 to 8 pages – 60# minimum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- Quantity: Contact Ad Sales Services
- Closing Date for Booking Inserts: Same as ad space closing
- Insert Delivery Date: Same as ad material deadline
- Packaging and labeling of inserts for shipping: Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.

All inserts must be submitted to Publisher for approval of stock, design, and other mechanical specifications.

- Sample of insert must accompany insertion order.

Failure to meet insert specifications and packaging guidelines may result in additional charges.

**BINDING:** Perfect; jogs to head

**PRINTING PROCESS:** Web

**HALFTONE SCREEN:** 150

## DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed. Insert overs will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

## DIGITAL DATA:

File Formats	Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat4); PDF/X-1a; EPS; TIFF. All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi.
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/2" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Color Space	All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Spot Colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or DVD. All media must be labeled with the following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit <a href="http://www.swop.org/certification/">www.swop.org/certification/</a> . For a list of approved devices click on Certified Systems 2004-2005 or Certified Systems 2006+. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission, see the full Elsevier Digital Ad Specifications or contact Ad Sales Services.
Digital Ad Closing Date	Digital ad material is due same day as space closing.

## OR Product Directory (ORPD)

### PREMIUM POSITIONS

4th Cover: 80% B/W page rate

2nd Cover: 50% B/W page rate

3rd Cover: 50% B/W page rate

Opposite TOC: 25% B/W page rate

Other: 10% B/W page rate

	Early Bird	Standard Rate
Full Page	\$2,370	\$2,905
1/2 Page	\$1,640	\$1,925
2-color	\$850	\$1,010
2-color matched	\$955	\$1,110
metallic	\$1,080	\$1,275
4-color	\$1,265	\$1,490

\*All rates gross.

### CLOSING DATES

Early Ad Closing Discount: Late July 2009

Please contact the AORN Sales Department for the Early Bird Close date, Ad Closing, and Materials due dates.

Issue Date: December 2009

### MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim	8 1/8" x 10 7/8"	
Spread	15" x 10"	16 1/2" x 11 1/8"
Full Page	7" x 10"	8 3/8" x 11 1/8"
1/2 Page Horizontal	7" x 5"	8 3/8" x 5 5/8"
1/2 Page Vertical	3 1/2" x 10"	4 1/4" x 11 1/8"

Keep live matter 1/2" from trim edges.  
The 2010 ORPD is an "A" size publication that will be polybagged in December 2009 with the *AORN Journal*, which is a "B" size journal.

### AORN Connections:

Ad Size	Trim	Bleed	Live
One Sixth Page	2.7727" x 4.25"	No Bleed	
One Third Page	2.7727" x 8.5"	No Bleed	
Half page	8.375 x 5	8.625 x 5.25	7.75 x 4.5
Full page	8.375 x 10.875	8.625 x 11.125	7.75 x 10.375

### Rates - net

Size/Position	Open	3x	6x	12x
1/6 Page (ROB)	\$1,170	\$1,123	\$1,078	\$1,035
1/3 Page (ROB)	\$1,800	\$1,728	\$1,659	\$1,593
1/2 Page (ROB)	\$1,956	\$1,878	\$1,803	\$1,731
Full Page (ROB)	\$2,600	\$2,496	\$2,396	\$2,300
Cover 2	\$3,355	\$3,222	\$3,095	\$2,974
Cover 3	\$3,120	\$2,997	\$2,879	\$2,766

### Publication Month

### Ad Space Closing

### Materials Deadline

January	Dec 1	Dec 5
February	Jan 1	Jan 5
March	Feb 1	Feb 5
April	Mar 1	Mar 5
May	Apr 1	Apr 5
June	May 1	May 5
July	Jun 1	Jun 5
August	Jul 1	Jul 5
September	Aug 1	Aug 5
October	Sep 1	Sep 5
November	Oct 1	Oct 5
December	Nov 1	Nov 5

## AORN Internet Advertising:

- aorn.org
- AORN Chapter Leader Bulletin
- AORN Journal Online
- OR Product Showcase
- AORN Member Bulletin
- AORN Online CareerCenter
- ORPD Online

### Banner Ads: aorn.org

Location	Avg Page Views/Month	Net Rate
Home Page	74,000	\$9,000/3 months
Education	64,000	\$7,800/3 months
Practice Resources	52,000	\$6,400/3 months
CareerCenter	32,000	\$3,800/3 months
Run of Site	30,000	\$1,900/3 months
News	8,000	Must purchase AORN Connections Print Ad

### General Mechanical Requirements

- Dimensions: 120 x 90 pixels
- File size: Up to 6 kb
- Resolution: 72 pixels per inch
- File Format: gif or interlaced gif
- Color use: Web safe when possible
- Animation: Permitted, but must be 10 seconds or less. Must terminate after 1 cycle.

### Materials Required

- Banner ad graphic: see mechanical requirements below
- URL
- Alternate text: 10 words or fewer

Due Dates: Materials are due 2 weeks prior to beginning run date of banner ad and must be approved by AORN staff. Submit to sales@aorn.org

### AORN Journal Online:

Impressions	Banners 1, 2 or 3	Banners 4 or 5	Available Ad Placement	Description	Where It Appears:
10,000	\$685	\$970	Position:	Size:	
15,000	\$970	\$1,365	Banner 1: Tile Ad	Left-hand side of Table of Contents page.	120 x 60 pixels. On All Pages
20,000	\$1,210	\$1,760	Banner 2: Tile Ad	Left-hand side of Table of Contents page.	125 x 125 pixels. On All Pages
35,000	\$1,995	\$2,995	Banner 3: Banner Ad	Bottom Of Page	335 x 80 pixels. On Home & Abstract Pages
50,000	\$2,625	\$3,835	Banner 4: Leaderboard ad	Top of page	728 x 90 pixels (can also accept 468 x 60 and support rich media). On Home Page, TOC, Abstract, Full Text& Non-Content Pages
75,000	\$3,625	\$5,460	Banner 5: Skyscraper ad	Right side of page	160 x 600 pixels (can also accept 120 x 600 pixels and support rich media). Home Page, TOC and Non-Content Pages
100,000	\$4,595	\$6,720			
150,000	\$6,510	\$9,345			
200,000	\$7,850	\$11,025			

### AORN Member Bulletin:

#### Rates - net

Position	Rate
Premium	\$2,500
Standard	\$2,200

#### Mechanical Requirements

- Dimensions: 100 x 160 pixels
- Resolution: 72 pixels per inch
- File Format: gif or jpg

#### Materials Required

- Logo or graphic file (see mechanical requirements below)
- 40 words of text
- URL
- Color use: Web safe when possible
- Animation: Permitted, but must be 10 seconds or less. Must terminate after 1 cycle.

### AORN Chapter Leader Bulletin:

#### Rates - net

Position	Rate
Premium	\$950
Standard	\$850

#### Materials Required

- Logo or graphic file (see mechanical requirements below)
- 40 words of text
- URL

#### Mechanical Requirements

- Dimensions: 140 x 100 pixels or 120 x 120 pixels
- Resolution: 72 pixels per inch
- File Format: gif or jpg
- Color use: Web safe when possible
- Animation: Permitted, but must be 10 seconds or less. Must terminate after 1 cycle. Congress Publications

### AORN OR Product Showcase:

#### Rates - net

Position	Rate
All	\$500

#### Materials Required

- Logo or graphic file (see mechanical requirements below)
- Up to 25 words of copy
- URL

#### Mechanical Requirements

- Dimensions: 140 x 100 pixels or 120 x 120 pixels
- Resolution: 72 pixels per inch
- File Format: gif or jpg
- Color use: Web safe when possible
- Animation: Permitted, but must be 10 seconds or less. Must terminate after 1 cycle.

### ORPD Online:

- Please contact the AORN Sales Department for information about online only advertising opportunities at www.orpd.org

## Congress Publications:

Publication	Ad Type	Rates - net	Bleed	Trim	Live Area	Ad Space Closing	Materials Due
Resources	Ads	Cover 2: \$4850 Cover 3: \$4645 Cover 4: \$5150	8 3/4 w x 11 1/4	8 1/2 w x 11	8 w x 10	1/21/09	1/28/09
Program	Ads	Cover 2: \$4380 Cover 3: \$3650 Cover 4: \$4890 Inside: \$2890	N/A	N/A	4 1/2 w x 8	1/16/09	1/23/09
Exhibit Guide Map	Map Ads	Cover 2: \$2940 Cover 3: \$2940 Cover 4: \$2940	N/A	N/A	9 1/2 w x 9 3/4	1/19/09	1/26/09
	Inside	Inside Full: \$2100 Inside Half: \$1400	N/A N/A	N/A N/A	9 1/2 w x 9 3/4 9 1/2 w x 4 3/4	1/19/09	1/26/09
	Map Footer	\$1000	N/A	N/A	4 1/2 w x 1 1/2	1/19/09	1/26/09
	Banner Ads		N/A	N/A	4 1/2 w x 1 1/2	1/19/09	1/26/09
Exhibit Guide	Covers	Cover 2: \$6100 Cover 3: \$6100 Cover 4: \$7500	10 3/4 w x 11 1/4	10 1/2 w x 11	10 1/4 w x 10 3/4	1/19/09	1/26/09
	Inside Ads	\$5150	N/A	N/A	6 7/8 w x 9 3/4	1/19/09	1/26/09
Congress News	Full page	Back: \$5750 Page 3: \$5674 Full pg: \$4595	8 5/8 w x 11 1/8	8 3/8 w x 10 7/8	7 w x 9 3/4	1/30/09	2/6/09
	Half page	\$2425	n/a	n/a	7 w x 4 3/4	1/30/09	2/6/09
	Quarter page	\$1265	n/a	n/a	3 3/8 w x 4 3/4	1/30/09	2/6/09
Logos to accompany Exhibit Guide descriptions (Web only)	Logos: High resolution, CMYK, PDF or Illustrator (CS2 or lower) EPS, approximate proportions - 2 x 2 inches. Listings and logos provided via online Exhibit Guide System. See online Exhibitor Service Kit for details. Aorn.org/exhibits					12/22/08	12/22/08

## 2009 Booth Rates – Chicago, IL

### Technical Booths

Description: For-profit medical companies exhibiting products or services related to use in the operating room suites or pre/post surgical and ambulatory settings and of professional or educational benefit or interest to the attendees.

- Islands and any booth with a corner - \$2,600 for each 10' x 10' unit (floor space only)
- Linear with no corners - \$2,500 for each 10' x 10' unit (floor space only)

### Career Center Resource

Description: Hospitals, nursing registries/agencies, military agencies, schools of nursing, colleges, universities, or other entities offering career opportunities or advancements in perioperative nursing.

- Islands and any booth with a corner - \$2,600 for each 10' x 10' unit (includes package)
- Linear with no corners - \$2,500 for each 10' x 10' unit (includes package)

\*Packages include carpet, one 6' skirted table, 2 side chairs, ID sign, and wastebasket

### Scientific/Nonprofit and Specialty Nursing Organizations

Description: Non-profit and specialty nursing organizations [US Tax Code 501 (c)(3) or 501 (c)(6)] or philanthropic organizations that promote products or services related to perioperative nursing.

- Each 10' x 10' Unit\* - \$900\*\*

\*Package includes carpet, one 6' skirted table, 2 side chairs, ID sign, and wastebasket

\*\*Full payment is due with contract for scientific exhibit space.

### Deposits

Contracts submitted during the following dates must be accompanied by the designated deposit amount to ensure space/booth reservation.

From receipt of contract to July 1, 2008....25% of total contracted space  
 July 2 to November 30, 2008.....50% of total contracted space  
 December 1, 2008 and after.....100% of total contracted space

If full payment is not received by December 31, 2008, space may be reassigned. If a contract for exhibit space is received beginning January 1, 2008, payment in full must accompany your contract. Acknowledgement of receipt of contract does not constitute acceptance of the contract.

### Mailing List Rental

- Pricing: \$.25 per name (\$250 minimum) + \$50 per sort
- Mailing List Recruitment Package: \$100 discount on a 30-day job posting with qualifying mailing list orders

### Gift Certificates

AORN Gift Certificates that can be redeemed for educational offerings including the AORN Perioperative Bookstore, conferences, etc. can be purchased in any quantity and denomination (minimum \$5.00 denomination each) for use as give-aways or gifts.

# General Requirements

## Mechanical Requirements for All Print Publications

### AORN will accept the following files in order of preference:

- High resolution, Illustrator EPS (CS2 or lower) and Photoshop TIFF (CS2 or lower) files with hard copy contact color proof sent via Federal Express or other trackable delivery service.
- Provide high resolution CMYK, Grayscale or Pantone file(s) only (no RGB documents).

### How to Prepare a PDF (Portable Document Format):

- Embed all fonts
- Set resolution to 2400 DPI
- Provide only high resolution art (Minimum 300 DPI)
- Please ensure that all elements of your design, e.g. logos, are also of at least this same quality (Minimum 300 DPI)
- In the advanced tab of Adobe Acrobat Distiller, check "Preserve OPI comments"
- In the color tab of Adobe Acrobat Distiller, check "Leave Color Unchanged"
- Provide high-resolution CMYK, Grayscale or Pantone file(s) only (no RGB documents).

### Advertisement Design Services Available:

- Contact the AORN Sales Department regarding AORN design/production services and rates.
- For questions or assistance with ad design, contact the AORN Production & Design Department at 800-755-2676, Ext. 294 or Ext. 272.

### Disclaimer:

- AORN accepts no liability for the following:
  - Omissions regarding insertion of key or booth numbers (publisher reserves placement rights for booth strip-ins)
  - Quality loss during reductions or enlargements
  - Omission from advertiser's index
  - Correct ad placement or ad quality for materials received without color contact proof (matchprint)

### Materials Policy:

- If materials for your new advertisement are not received by the materials due date, AORN has the right to run your most recent advertisement. If no prior advertisement is available, AORN will run a house advertisement, and you will be responsible for the cost of your original insertion order.
- Customers must submit high quality color contact proofs (matchprint) with ads. AORN will not be held liable for differentiation of electronic files and proofs. Customers may opt to have AORN output a color contact proof for a \$100 flat fee. Clients will be required to fax a B&W copy to AORN. AORN will visually inspect the color contact proof and compare it to the B&W fax. If it is deemed acceptable by displaying no obvious font or graphic errors, AORN will approve the color contact proof.

### Disk Output:

- CD
- PC disk platform
- Provide directory of files (highlight mail art file)
- Provide all resources including pictures, logos, fonts, and illustrations
- Provide 10 0% laser copy of main art file
- Provide disk return information
- Authorize charge for film laminate proof or sign off on color reproduction

**E-mail:** All e-mailed advertising materials should be sent to [sales@aorn.org](mailto:sales@aorn.org)

**Mail:** AORN, Attn: Sales, 2170 S Parker Rd, Suite 300, Denver, CO 80231

## Files Accepted Via:

- E-mail to sales@aorn.org
- CD-ROM
- FTP site (call for details)

All electronic files must be accompanied by a color contact proof sent via Federal Express or other trackable delivery service.

Proofs sent from clients will be accepted by AORN as a color proof output from the same electronic files sent for publication. AORN will not be held liable for errors in differentiation of proof and electronic files sent for publication.

**Blueline Policy:** If materials are received late, the advertiser will be charged a blueline drop fee of \$300 (net rate).

## Basic Guidelines for Advertising with AORN

**AORN Policy:** Advertisers are encouraged to present their product or service information in a professional, accurate manner that enhances their product image without being derisive of other products. Libelous, inflammatory advertisements intended to harm another company and/or its products will not be accepted. Advertising layout cannot duplicate style and format of editorial pages. All advertising is subject to association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publication as a result of the advertisement.

**No Direct Product Comparison:** It is AORN's policy that no direct product comparisons are made in any advertising. Brand name comparisons should be avoided; however, product claims, performance, and other comparison data may be compared to industry standards or accepted practices.

**First-Time Advertisers:** First-time advertisers/agencies are subject to credit approval. Payment is due upon receipt of invoice. If credit terms are needed, contact the AORN Accounting Department at (303) 755-6304, Ext. 282. Failure to make satisfactory arrangements could result in prepayment of future insertions and loss of discount.

**Earned Black & White Rates:** Rates are based on number of insertions used within one year regardless of size. Space purchased by a parent company and/or its subsidiaries (in a fiscal or calendar year) may be combined for an earned rate ONLY if requested in writing and accompanied by a tentative schedule.

**Cover/Special Positions:** Special positions renewed in writing annually before November 1 are non-cancelable within calendar contract year. Covers retainable for a maximum of three years.

**Other Special Positions:** One year, non-cancelable. Exclusive Negotiation Period: An advertiser is guaranteed the same premium position in the following year's identical publication if AORN is notified in writing by November 1 of the preceding year. No advertiser requests to cancel advertisements due to changes in editorial content will be honored. In such cases, advertisers will be billed their contract or the appropriate rate for the advertising space whether or not their advertisements run.

**Cancellations/Revisions:** Ad cancellations and revisions must be submitted in writing and received by the closing date. The publisher reserves the right to repeat previous ads at full rates if cancellation is received after closing.

**Liability of Payment:** If the advertiser uses an agency, the advertiser and the agency shall be jointly liable for payment and for compliance with all terms under this rate schedule.

**Rate Adjustments:** AORN reserves the right to change rates with 30 days notification.

**Materials Return Policy:** Materials will only be returned if advertiser or agency requests return in writing with submission of materials.

**Policy on Placement of Advertising:** Full and fractional pages interspersed with editorial pages. ROB rotation.

**Contract Requirements:** All contracts are subject to approval. Contracts may be subject to any and all rate increases falling within the contract dates. No exceptions to published rates or rate card regulations are permitted. Bind-in cards and tip-ins will be accepted at AORN's discretion.

**Agency Discount:** Recognized agencies receive 15% discount off gross billings excluding production and premium charges. In-house agencies must submit a written request on agency letterhead to qualify for 15% discount on specific products. AORN reserves the right to hold the advertiser and/or its agency jointly and separately liable for such monies as are due and payable to AORN.