



Canadian Journal of Emergency Nursing Journal Canadien des infirmières d'urgence

The Official Journal of the National Emergency Nurses Association Inc.

ADVERTISING INFORMATION 2018

Circulation

The Canadian Journal of Emergency Nursing/Journal Canadien des infirmières d'urgence is a biannual publication distributed to more than 1,000 members of the National Emergency Nurses Association (NENA) throughout Canada.

Advertising rates (net, CAD)

Full page: \$895.00
Half page: \$525.00
Quarter page: \$360.00
Double page spread: \$1,620.00

Colour rates

Standard spot colour: Additional \$250.00 per colour
Full process colour: Additional \$600.00

All amounts shown are in Canadian Dollars.

Publication dates for 2018

Spring: confirmation February 9, art February 23, publication March

Fall: confirmation September 7, art September 21, publication October

PREMIUMS AND DISCOUNTS:

No premiums apply to preferred positions.

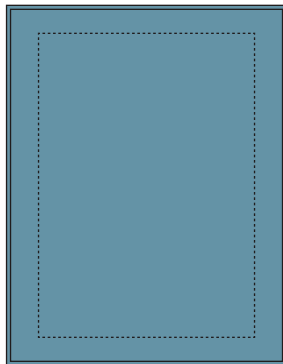
We regret that we cannot offer an agency discount.

Terms: net 30 days

Digital files only

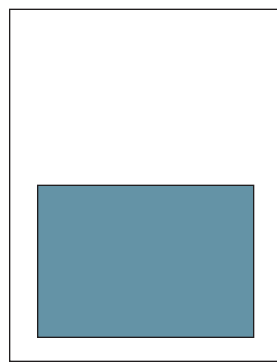
High-resolution PDF preferred (300 DPI, CMYK). Email files to heather@pappin.com or call for FTP upload instructions.

Discounted rates are available for combined print and website advertising.



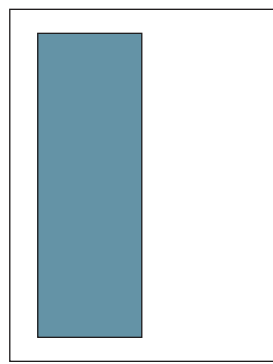
Full page

Trim size: 8.5" x 11";
with bleed: 8.75" x 11.25"
type margin: 6.75" x 9.5"



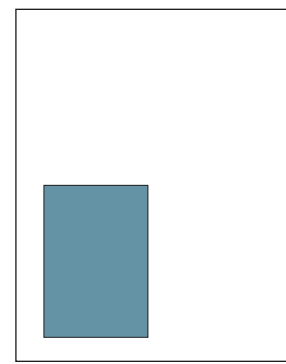
1/2 page

6.75" x 4.75"



1/2 page (vertical)

3.25" x 9.5"



1/4 page

3.25" x 4.75"

For further information, contact:

Heather Coughlin, Pappin Communications, The Victoria Centre, 84 Isabella Street, Unit 2, Pembroke, ON K8A 5S5
Phone: 1-613-735-0952 | Fax: 1-613-735-7983 | Email: heather@pappin.com

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WEBSITE ADVERTISING INFORMATION 2018

The official website of the National Emergency Nurses' Association Inc. provides users with information about emergency nursing as a specialty. It includes association, membership and education news, events and information, relevant links and more.

Advertising rates

Type of posting	Three months	Six months	One year
Classified listing: on career or conference page (as appropriate) with link or PDF download	\$180	\$300	\$480
Classified plus: listing plus scrolling sidebar display ad on upper right hand side of all high-traffic pages (news, careers, conferences, members, forums)	\$360	\$600	\$960
Full package: classified listing plus scrolling sidebar display ad (150 px × 150 px JPG) on all high-traffic pages, plus monthly NENA Facebook page posts	\$420	\$690	\$1,080

Home page banner ad (scrolling) or sidebar ad

- Three months: \$525.00
- Six months: \$750.00
- Full year: \$1,350.00
- E-mail disbursement fee: \$895.00
- Website link: \$500.00/year

Combined print ad in CJEN/JCIU + NENA website ad (b&w rate—colour additional)

(50% web rate for six-month classified plus posting)

- Quarter page: \$360.00 + \$300.00 = \$660.00
- Half page: \$525.00 + \$300.00 = \$825.00
- Full page: \$895.00 + \$300.00 = \$1,195.00
- Double page spread: \$1,620.00 + \$300.00 = \$1,920.00

Technical information

Supply text in Word for Career/Job Board ads. Supply **banner ads** as 700 px × 118 px and **sidebar ads** as 150 px × 150 px JPG, 72 DPI. Forward to heather@pappin.com. Ads will be posted within seven working days whenever possible.

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