



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

The Official Journal of the National Emergency Nurses Association Inc.

ADVERTISING INFORMATION 2019

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 2019

Spring: confirmation February 8, art February 22, publication March

Fall: confirmation September 6, art September 20, publication October

PREMIUMS AND DISCOUNTS:

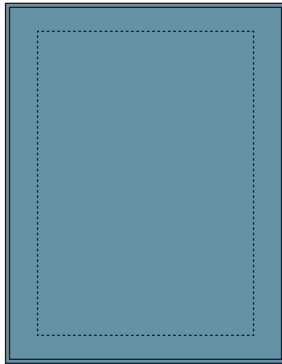
No premiums apply to preferred positions.

*We regret that we cannot offer an agency discount.
Terms: net 30 days*

Digital files only

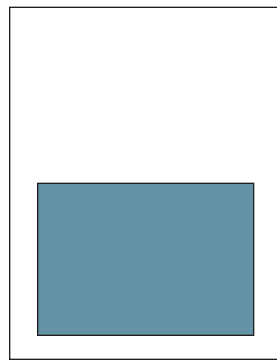
High-resolution PDF preferred (300 DPI, CMYK). Email files to heather@pappin.com or call for FTP upload instructions.

Discounted rates are available for combined print and website advertising.



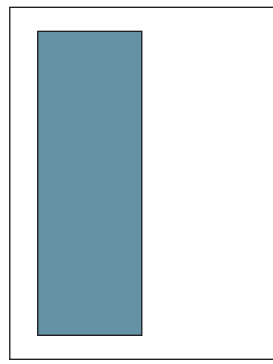
Full page

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



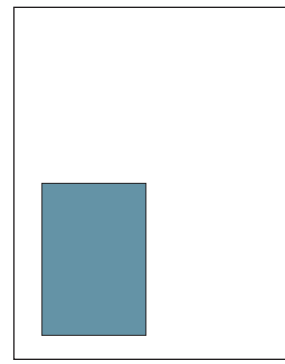
1/2 page

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

Canadian Journal of Emergency Nursing/Journal Canadien des infirmières d'urgence is published for the National Emergency Nurses Association Inc. by Pappin Communications, Pembroke, Ontario.



NENA ADVERTISING OPTIONS

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. The website received more than 40,000 unique views in 2018.

NENA.ca career ads

| 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 |

E-blast

| | |
|-------------------------------------------------------|----------|
| One-time email blast to NENA members disbursement fee | \$895.00 |
|-------------------------------------------------------|----------|

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 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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