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

The Official Journal of the National Emergency Nurses Association Inc.

ADVERTISING INFORMATION 2024

Circulation

The Canadian Journal of Emergency Nursing/Journal Canadien des infirmières d'urgence is a publication distributed to more than 1,000 members of the National Emergency Nurses Association (NENA) throughout Canada three times a year. CJEN is also available online, open access to the world wide emergency nursing community.

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 2024

Spring: confirmation March 1, art March 15, publication April
Summer: confirmation July 1, art July 15, publication August
Fall: confirmation November 1, art November 15, publication December

PREMIUMS AND DISCOUNTS:

No premiums apply to preferred positions.

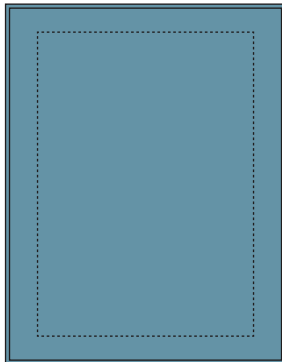*We regret that we cannot offer an agency discount.*
Terms: net 30 days

Discounted rates are available for combined print and website advertising (see page 2).
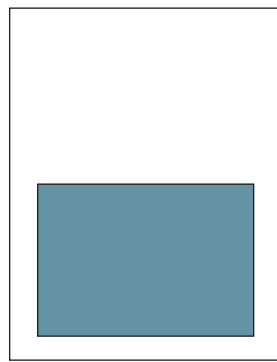
Digital files only

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

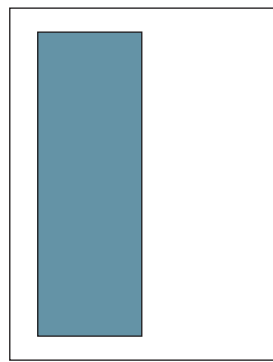**Full page**
Trim size: 8.5" × 11";
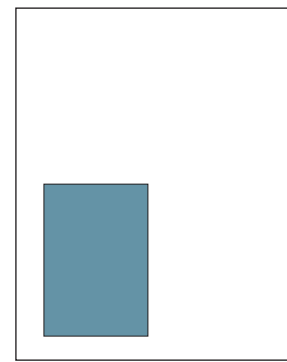with bleed: 8.75" × 11.25"
type margin: 6.75" × 9.5"

1/2 page
6.75" × 4.75"

1/2 page (vertical)
3.25" × 9.5"

1/4 page
3.25" × 4.75"

For further information, contact:

Heather Coughlin | Pappin Communications | 1012 Snake River Line, Cobden, ON K0J 1K0
Phone: 1-613-633-1938 | Email: heather@pappin.com

NENA ADVERTISING OPTIONS

NENA.ca
The official website of the National Emergency Nurses Association (NENA) provides information about and for the emergency nursing specialty, including news, courses, conferences, and careers.

CJEN.ca
Website of the Canadian Journal of Emergency Nursing (CJEN) provides online open access to NENA's official peer-reviewed publication, including editorials, reviews, and original research articles. In 2023, the site had over 13,000 visitors.

facebook.com/NationalEmergencyNursesAssociation/
The NENA Facebook page keeps the emergency nursing community across Canada up to date on the latest information about their association and their specialty. It has over 5,400 followers.

Rates

Type of post	3 months	6 months	One year
NENA.ca career: Classified ad: on career or conference page (as appropriate) with link or PDF download	$180	$300	$480
Classified plus: listing plus scrolling sidebar ad on upper right hand side of high-traffic pages (news, careers, conferences, members)	$360	$600	$960
Full package: classified listing, scrolling sidebar display ad, plus monthly post on NENA Facebook page	$420	$690	$1,080
CJEN.ca: Sidebar ad posted at the top of the Homepage with a link	$180	$300	$480

Advertising Packages
- Combined NENA.ca / CJEN.ca / FB posts = 15% discount on total combined rates
- Combined print ad in CJEN with one online advertising option = 25% discount on chosen online option rate
- Combined print ad in CJEN with two online advertising options = 50% discount on chosen online option rates

E-blast

Provides the opportunity to submit content for a one-time email blast directly to NENA members' inboxes. There are approximately 1,000 members.	$1,250.00

Technical information
Supply text in Word for career/job board ads. Supply sidebar ads sized 150 x 150 pixels, 75 dpi, JPG format. Forward to heather@pappin.com
Ads will be posted within five working days whenever possible.

For further information
Heather Coughlin | Pappin Communications | 1012 Snake River Line, Cobden, ON K0J 1K0
Phone: 1-613-633-1938 | Email: heather@pappin.com