

RATES AND DATES 2009 recruitment advertising

advance FOR
NursePractitioners
THE SOURCE FOR PEER-REVIEWED CLINICAL AND PROFESSIONAL INFORMATION

www.advanceweb.com

MONTHLY DEADLINES

NURSE PRACTITIONERS

Deadline is Thursday at noon ET
(contact your rep for deadline dates)

RECRUITMENT ADVERTISING RATES

Size Options

\$305 per column inch at 14 lines per inch

1"-----	\$305
1 1/2"-----	\$457.50
2"-----	\$610
2 1/2"-----	\$762.50
3"-----	\$915
4"-----	\$1,220
5"-----	\$1,525
6"-----	\$1,830
7"-----	\$2,135
8"-----	\$2,440
2 x 3"-----	\$1,830
2 x 4 1/2"-----	\$2,745
2 x 6"-----	\$3,660

WE OFFER SIZES TO FIT ANY BUDGET!

ASK US ABOUT OUR FREQUENCY DISCOUNT PLANS!

1-COLUMN WIDTH-----	2 3/16"
2-COLUMN WIDTH-----	4 1/2"
3-COLUMN WIDTH-----	7"

FOR MORE DETAILS, CONTACT YOUR REPRESENTATIVE AT:

800-355-5627
610-278-1400
FAX: 610-278-1420

ADVANCE for Nurse Practitioners
2900 Horizon Drive
King of Prussia, PA 19406
www.advanceweb.com

ADVANCE offers publications, Web sites, job fairs, custom promotions, hospital shows and a healthcare shop to help you recruit among 1.8 million healthcare professionals in:

- Nursing (RNs and LPNs)
- Imaging and Radiation Therapy
- Rehabilitation
- Physical Therapy
- Occupational Therapy
- Audiology
- Speech-Language Pathology
- Respiratory Care
- Laboratory
- Health Information
- Information Systems
- Long-Term Care
- Nurse Practitioners
- Physician Assistants
- Aesthetics & Age Management

Monthly, *ADVANCE for Nurse Practitioners* is distributed to active nurse practitioners and second year master's students.

Materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge. Complimentary creative services are provided for advertisements appearing in *ADVANCE Newsmagazines* only. Clients requesting reuse of this material for other purposes will incur a nominal production fee.* Matchprints are not provided. Exact color match cannot be guaranteed.

Ad agencies must supply electronic materials in PDF format to adplacer@advanceweb.com. Production fees could be charged to advertising agencies. All ads must be bordered on all sides. Ads must be a minimum of 1 1/2" in height for a logo to be included in the ad.

Additional details for electronic ad submission can be found on our Web site under material requirements—www.advanceweb.com.

Color

Each Color-----	\$300 extra
Matched Color-----	\$400 extra
4-Color-----	\$800 extra

Cancellations

Cancellations can only be accepted if made no later than 48 hours after placing the ad; however, cancellations cannot be accepted on deadline day.

Minor alterations can be made free of charge except on deadline day.

Terms:

Net cash 30 days, 2% 15. A 15% commission of gross billings is allowed to recognized agencies providing written documentation and supplying press-ready materials. Other restrictions may apply. No commissions given to agencies for ads sent camera-ready or Pub Set. Credit for errors given when error is fault of *ADVANCE* and results in applicant not being able to contact advertiser. No credit given to advertising agencies placing with *ADVANCE Newsmagazines* for the first time.



*Ad agencies not eligible. All rates are subject to change. Publisher reserves the right to select the print section/ location and rate card based on ad content.
NP_2009Rates_REC • 8.25.08



TO:

FROM:

FAX:

advance
www.advanceweb.com

PHONE: 610-278-1400, (800) 355-5627

RECRUITMENT FAX: 610-278-1420 CALENDAR FAX: 610-278-1422

2900 Horizon Drive, King of Prussia, PA 19406