

# 2019 ADVERTISING RATES

## ENA CONNECTION MAGAZINE

Advertising appears in both print and digital editions.  
Print + Digital Upgrade includes a URL link in the digital edition.

Frequency	Full Page B/W		1/2 Page B/W		1/4 Page B/W Rates	
	Print Only	Print + Digital Upgrade	Print Only	Print + Digital Upgrade	Print Only	Print + Digital Upgrade
1x	\$3,250	\$3,550	\$2,500	\$2,700	\$1,915	\$2,065
3x	\$3,170	\$3,463	\$2,440	\$2,635	\$1,870	\$2,016
6x	\$3,090	\$3,383	\$2,380	\$2,575	\$1,825	\$1,971
12x	\$3,012	\$3,305	\$2,320	\$2,515	\$1,780	\$1,926
18x	\$2,935	\$3,228	\$2,260	\$2,455	\$1,735	\$1,881

**4/Color Rate** (in addition to earned B/W Rate) - \$1,540

**Premium Positions** (Color Additional)

**Cover 2** - earned b/w rate plus 25%

**Cover 3** - earned b/w rate plus 15%

**Cover 4** - earned b/w rate plus 50%

**Sponsored Content Advertising** - \$5,000 per page

ENA provides editorial guidelines and advertisers supply the content. Content must be educational in nature and provide a value to ENA members. All content must be approved by ENA.

**Inserts, Outserts and Cover Tips**

Please contact your sales representative for pricing.

**Earned Rates**

Rates are based on the total units run in a calendar year. Space purchased by a parent company and it's subsidiaries are combined. Only paid ads count toward frequency.

**Agency Discount** - 15%

## 2019 ENA CONNECTION EDITORIAL CALENDAR

Month	Editorial Features	Ad Closing	Materials Due	Bonus Distribution
January	NEW LOOK! Human Trafficking; 50th Celebration kickoff	11/16/2018	12/5/2018	
February	Annual Career Guide; Firearms Study	12/2/2018	1/3/2019	
March	Opioid epidemic on Sickle Cell disease population; Patient Safety (during MCIs)	1/10/2019	1/30/2019	
April	Workplace Violence; Child Abuse (pot edibles); Laws requiring SANEs in ED	2/4/2019	2/25/2019	3,500 ED Nurse Leaders and 4,400 CNOS
May	EMS Week; Stroke Awareness; Nurse injury prevention	3/6/2019	3/27/2019	
June	LGBTQ toolkit; Disaster Prep month; Student Nurses	4/3/2019	4/24/2019	
July	EN19 PREVIEW (MARKETING BLOW-IN); 50th Celebration update	5/3/2019	5/24/2019	
August	EN19 PREVIEW; Mandatory Vaccinations for nurses	6/5/2019	6/26/2019	3,500 ED Nurse Leaders and 4,400 CNOS
September	EN19 PREVIEW; MCI/Crisis management; Pain Awareness month	7/8/2019	7/29/2019	
October	EN19 Highlights; Behavioral health in the ED; Infection Prevention	8/5/2019	8/26/2019	EN 2019 Conference
November	ENA Election results; Conference Photo gallery; Diabetic Emergencies	9/4/2019	9/25/2019	
December	Annual EN19 Conference Review; 50th Anniversary Celebration	10/14/2019	10/24/2019	3,500 ED Nurse Leaders and 4,400 CNOS

### Mechanical Specifications (W x H)

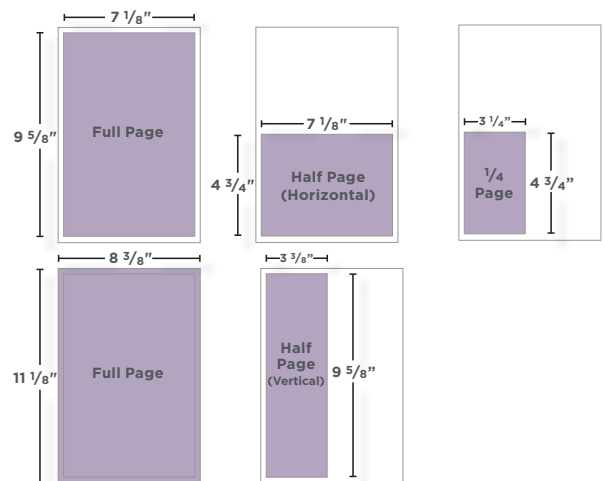
**Bleed Size:** 8-3/8" x 11 1/8"

**Trim size:** 8-1/8" x 10 7/8"

**Live Matter:** Keep 1/4" away from all trim edges

Ad Size	Non-Bleed
Full Page	7 1/8" x 9 5/8"
1/2 page Horizontal	7 1/8" x 4 3/4"
1/2 page Vertical	3 3/8" x 9 5/8"
1/4 page	3 1/4" x 4 3/4"

### Advertising Specifications



### File Format

High-Resolution PDF (300 dpi). Please email files under 10 MB to ENA.